

## **ABSTRACT**

*This study aimed to analyze the influence of service quality perception and price perception toward student satisfaction. In this study University of Muhammadiyah Yogyakarta. The subject in this study was student who currently still active. In this study, sample of 115 respondents were selected using convenience sampling. Analysis tool used in this study is multiple linear regression and operated with SPSS program.*

*Based on the analysis about perception both service quality and price perception was positively significant influence student satisfaction, perception of service quality significant and positive influence student satisfaction, price perception positive and significant influence student satisfaction.*

*Keywords: Perception service quality, perception price, and student satisfaction*