ABSTRACT

This study aims to analyze The Influence of Service Quality, Price, Corporate Image, and Location towards Customer Satisfaction on Autocare Universitas Muhammadiyah Yogyakarta. This study uses quantitative approach. The data used is primary data obtained by distributing questionnaires to the customers of Autocare Universitas Muhammadiyah Yogyakarta, namely 99 respondents. The method of sample collection uses a purposive sampling technique. The technique of data analysis that used in this study to process the data is multiple linear regression. The results of this study indicates that all independent variables namely Service Quality, Price, Corporate Image, and Location has a positive and significant influence on the dependent variable, namely Customer Satisfaction both simultaneously and partially. Service quality is the variable that has the highest significant level that is 0.01. Then, the price with a significant value of 0.02, corporate image with a significant value of 0.026 and for location is 0.47.

Keywords: Service Quality, Price, Corporate Image, Location, Customer Satisfaction.