

ABSTRACT

ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION WEDDING ORGANIZER IN TASIKMALAYA CITY

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This study aims to determine: a) the effect of service quality, price, promotion and company image partially on consumer satisfaction b) the effect of service quality, price, promotion and corporate image together on consumer satisfaction c) consumer assessment of service quality, prices, promotions, corporate image and consumer satisfaction of wedding organizers in the city of Tasikmalaya. This study used a sample size of 92 consumer. The analytical tool used is multiple linear regression. The results of this study indicate that: a) partially the service quality and promotion variables have a positive but not significant effect, the corporate image variable has a significant positive effect, while the price variable has an insignificant negative effect on wedding organizer consumer satisfaction b) Taken together the service quality variable, price, promotion and corporate image have a significant effect on consumer satisfaction of wedding organizers c) Consumer assessment of service quality and corporate image is very good; promotion is good, while the price is considered not good by consumers of wedding organizers.

Keywords: Quality of service, price, promotion, corporate image, and consumer satisfaction.