

ABSTRACT

The technology in this new era is more sophisticated and people with a high level of consciousness using smartphones to support their activities increasingly dense. The iPhone 5S is a smartphone developed by Apple Inc. Apple's second quarter is always the seasonal low of the year. The price of iPhone 5C that is cheaper than iPhone 5S does not affect the purchase where iPhone 5S is more saleable than iPhone 5C. Customer satisfaction is both a goal and marketing tool. Companies need to be especially concerned with their customer satisfaction level today because the Internet provides a tool for consumers to quickly spread both good and bad word of mouth to the rest of the world. According to the fact, this research has aim to analyze the effect of product quality and price on customer satisfaction of iPhone 5S in Bandung 2015.

This research will use quantitative method. This research aim is to analyze the causality between product quality and price on customer satisfaction. The population sample is consist of 100 respondents. To analyze the effect of product quality and price on customer satisfaction was used path analysis technique.

The result of the analysis that, the Sig of product quality on customer satisfaction is $0.000 < 0.05$ and the Sig of price on customer satisfaction is $0.000 < 0.05$. The calculating result that F count, $47.389 > F$ table, 3.09.

This shows that product quality has a significant effect on customer satisfaction with 24.8% of total effect and also price has a significant effect on customer with 24.6% of total effect. Product quality and price have simultaneously significant influence on customer satisfaction with total of product quality and price in influencing customer satisfaction as much as 49.4%.

Keywords: iPhone, iPhone 5S, product quality, price, customer satisfaction.