

ABSTRACT

This research was conducted to determine the influence of service quality, price and promotion on consumer satisfaction through purchasing decision variables for JNE expedition services in Batam City. The purpose of this research is to find out and analyze the quality of service, prices and promotions provided to customers, how satisfied customers are with the services, prices and promotions provided, the magnitude of the direct and indirect influence of service quality on customer satisfaction through purchasing decisions on JNE in Batam City.

This research uses quantitative methods with associative research. Sampling was carried out by distributing questionnaires to a total of 100 respondents. With a type of non-probability sampling. The data analysis technique used is path analysis.

Based on the results of hypothesis testing, price and promotion have a significant direct effect on JNE purchasing decisions in Batam City, service quality, price and promotion have a significant direct effect on JNE consumer satisfaction in Batam City and service quality, price and promotion have no significant indirect effect. through purchasing decision variables on JNE consumer satisfaction in Batam City

Keywords: Service quality, price, promotion, consumer satisfaction, purchasing decisions