

ABSTRACT

This research is motivated by the increasing human need for mobility from one place to another, so that it will automatically increase the need for transportation tools, especially those that have effectiveness and efficiency. Wuling Motors is one of the companies that produce transportation equipment originating from China, but there are still many people who do not understand the Wuling Motors brand, this happens because the top of mind from the Wuling brand has not yet reached the minds of the people. This study aims to determine the effect of product quality and price on consumer satisfaction either partially or simultaneously on Wuling Motors.

This research uses a quantitative approach and descriptive analysis. Sampling using nonprobability sampling and purposive sampling with a total sample of 100 respondents obtained from the questionnaire. Data analysis was assisted with the help of IBM SPSS 25 software.

The results showed that there was a positive and significant influence either partially or simultaneously on the three variables. With the result $Y = 0.110 + 384X1 + 0.301X2$. The results of the coefficient of determination test show that Product Quality and Price have a 68.5% contribution effect on consumer satisfaction and the remaining 31.5% is influenced by other factors outside the variable being studied.

Keywords: *Product Quality, Price, Consumer Satisfaction*