

## ***ABSTRACT***

Marketing is one of the keys that determines the assessment of a company's product or service. Therefore, customer satisfaction is one of the important factors for assessing a brand and a company. This study aims to determine the effect of price and service quality on customer satisfaction by digital cellular operator by.U in West Java.

This study used a quantitative approach with a total of 385 By.U users in West Java using the Nonprobability Sampling technique which was distributed online. The technique in this research is descriptive and causality. This study used a later technique in collecting research data using questionnaires distributed online. This study used multiple linear regression tests which were processed using SPSS 26 software.

The results of this study can be concluded that the respondents' responses to the price variable are included in the fairly good category, the service quality variable is in the good category and the search for customer satisfaction variables is included in the fairly good category. Price and service quality variables have a positive and significant effect on customer satisfaction either simultaneously or partially.

**Keywords:** Price, Service Quality, Customer Satisfaction