

## ***ABSTRACT***

*This research aims to find out the price, service quality, purchasing decisions and customer satisfaction of Bus 27 Trans Department Malang - Bandung. Apart from that, to test the direct influence of price and service quality on purchasing decisions and test the indirect influence of price and service quality on customer satisfaction through purchasing decisions.*

*The research method in this research is descriptive and quantitative. In this study, the population sample and the population used are customers who have used Bus 27 Trans Department Malang - Bandung, which is not known for certain. The sampling technique used in this research is a non-probability sampling technique with a focus on purposive sampling, and using the Cochran formula obtained so that the sample in the study is 100 respondents. The analytical method used in this research is Structural Equation Modeling-Partial Least Square (SEM-PLS).*

*The research results show that the price, service quality, purchasing decisions and customer satisfaction aimed at Bus 27 Trans Department Malang - Bandung customers are included in the very good category. In addition, the results of hypothesis testing show that price has a direct influence on purchasing decisions, service quality has a direct influence on purchasing decisions, purchasing decisions have a direct influence on customer satisfaction, and price has an indirect influence on customer satisfaction through purchasing decisions and service quality has an indirect influence on satisfaction. customers through purchasing decisions.*

*Keywords : price, service quality, purchasing decisions, customer satisfaction*