

ABSTRACT

Today, customer satisfaction or dissatisfaction is a major concern in the business world. The party most directly related to satisfaction / dissatisfaction of customers is a marketer, koasumen, consumerist, and researchers of consumer behavior. Since the company's success is not judged by how many products were sold or how many consumers who buy the product or how many consumers are successfully obtained, but how to retain customers as well as any business should understand the basic concepts of marketing, the factors that influence of marketing, find out information about consumer needs and desires of the marketing mix (marketing mix) to the determination of the target market.

Based surve conducted ICESA (Indonesian Customer Sastisfaction Award) on customer satisfaction conducted in the last three years there is a decrease of consumer satisfaction index. In 2008, ICESA index stood at 3.908 and in 2009 dropped to 3.897, while by 2010 that number becomes 3.888. It also affects the customer satisfaction index for the product Yamaha motorcycle. Based on customer satisfaction surve conducted in 2010 ICESA motorcycle Yamaha has decreased to the rank of the two and displaced by Honda in the first rank, which in 2009 Yamaha were the first rank.

This study uses multiple linear regression analysis with SPSS for Windows version 16.0. To obtain a good estimate and the interpretation of this study then studied sample of 100 respondents. The sampling technique used in this study is to use the accidental sample. Then the samples used are 100 people who use Yamaha motorcycle which happened to meet when the person is deemed suitable as a data source.

The research proves that the two independent variables namely the perception of price and product quality has a positive and significant influence on the dependent variable of customer satisfaction. Results of regression testing showed that all independent variables (perception of price and quality of products) have positive influence on customer satisfaction. The biggest positive influence on customer satisfaction is a Yamaha motorcycle on price perception variable with a coefficient of 0.439, followed by the variable quality of the product with a coefficient of 0.249. Also, results from the regression calculation is known that the coefficient of determination obtained for 0.506. This means that 50.5% customer satisfaction can be influenced by the perception of price and quality products, while 49.5% can be influenced by other variables.

Key words: customer satisfaction, perceptions of price, product quality