**PENGARUH KUALITAS PELAYANAN JASA, FASILITAS,SDAN HARGA TERHADAPPKEPUASANNPELANGGAN SPBU 54.691.05**

**DI KECAMATAN AROSBAYA**

***Abstrak***

*Penelitian ini dibuat untuk mengetahui pengaruh kualitas pelayanan jasa, fasilitas, dan harga terhadap kepuasan pelanggan SPBU 54.691.05 Di Kecamatan Arosbaya. Populasi dalam penelitian ini adalah seluruh pelanggan yang pernah melakukan pengisian BBM diSPBU 54.691.05 Arosbaya yang terdiri dari pengendara sepeda motor, mobil dan kendaraan umum. Teknik pengambilan sampel yaitu dengan menggunakan teknik Random Sampling, sehingga dalam penelitian ini sampel diambil sebanyak 47 responden. Hasil penelitian ini diketahui pengaruh kualitas pelayanan jasa, fasilitas, dan harga secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan SPBU 54.691.05 dikecamatan Arosbaya. Kualitas pelayanan jasa berpengaruh secara signifikan terhadap kepuasan pelanggan SPBU 54.691.05 dikecamatan Arosbaya. Fasilitas berpengaruh signifikan terhadap kepuasan pelanggan SPBU 54.691.05 dikecamatan Arosbaya. Harga berpengaruh secara signifikan terhadap kepuasan pelanggan SPBU 54.691.05 dikecamatan Arosbaya.*

***Kata Kunci****: kualitas pelayanan jasa, fasilitas, harga, kepuasan pelanggan.*

***Abstract***

*This study was made to determine the effect of service quality, facilities, and prices on customer satisfaction at SPBU 54,691.05 in Arosbaya district. The population in this study were all customers who had refueled at the Arosbaya gas station 54,691.05 consisting of motorcyclists, cars and public transportation. The sampling technique used is the Random Sampling technique, so that in this study the sample was taken as many as 47 respondents. The results of this study indicate that the influence of service quality, facilities, and prices simultaneously has a positive and significant effect on customer satisfaction at SPBU 54,691.05 in Arosbaya district. Service quality has a significant effect on customer satisfaction at SPBU 54,691.05 in Arosbaya district. Facilities have a significant effect on customer satisfaction at gas stations 54,691.05 in Arosbaya district. Price has a significant effect on customer satisfaction at SPBU 54,691.05 in Arosbaya district.*

***Key Words****: service quality, facilities, price, customer satisfaction.*