

**THE EFFECT OF SERVICE QUALITY, CUSTOMER ORIENTATION OF
SERVICE EMPLOYEES (COSE) AND PRICE ON CUSTOMER
SATISFACTION ON NUSA MULYA TRAVEL (PADANG-PEKANBARU
ROUTE)**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in Undergraduate
Study Program Department of Management Faculty of Economics and Business

Andalas University



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**BACHELOR DEGREE OF INTERNATIONAL MANAGEMENT
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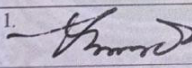
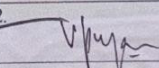
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ABSTRACT

Transportation gives effects in various aspect in human live. Customer satisfaction is is one of the important things, especially in the transportation services business sector. Service quality, Customer orientation of service employees (COSE) and price are the factors influence customer satisfaction. The research has the purpose to analyze the effect of service quality, customer orientation of service employees and price on customer satisfaction for customer of Nusa Mulya travel with Padang to Pekanbaru route. The data obtained through questionnaire, and sample were drawn from 184 respondents. The data analyzed by using SmartPLS 4.0. In this research there are three variables, those are service quality, customer orientation of service employees (COSE) and price as independent variable and the dependent variable which is customer satisfaction. The service quality has a significant effect on customer satisfaction, Customer orientation of service employees has a significant effect on customer satisfaction and price also has a significant effect on customer satisfaction.

Keywords: Service Quality, Customer Orientation of Service Employees, Price, Customer Satisfaction.

This thesis already examined and passed on February 22nd, 2023. This abstract already approved by supervisor and examiners:

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