

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh dari pelayanan, harga dan trust terhadap kepuasan pelanggan Wom Barbershop di Grenden Puger. Jenis penelitian ini kuantitatif. Populasi dalam penelitian ini yaitu seluruh pelanggan pengguna jasa potong rambut Wom Barbershop di Grenden Puger. Sampel yang digunakan sebanyak 90 responden. Alat analisis menggunakan regresi linier berganda. Hasil penelitian terbukti bahwa pelayanan tidak berpengaruh terhadap kepuasan pelanggan Wom Barbershop di Grenden Puger. Sedangkan Harga dan Trust berpengaruh terhadap kepuasan pelanggan Wom Barbershop di Grenden Puger.

**Kata kunci:** Pelayanan, Harga, Trust dan Kepuasan Pelanggan



## **ABSTRACT**

*This study aims to examine and analyze the effect of service, price and trust on customer satisfaction at Wom Barbershop in Grenden Puger. This type of research is quantitative. The population in this study were all customers who used the Wom Barbershop haircut service in Grenden Puger. The sample used is 90 respondents. The analysis tool uses multiple linear regression. The results showed that service had no effect on customer satisfaction at Wom Barbershop in Grenden Puger. Meanwhile, Price and Trust affect the customer satisfaction of Wom Barbershop in Grenden Puger.*

**Keywords:** *Service, Price, Trust and Customer Satisfaction*

