

***THE EFFECT OF PRICE, SERVICE QUALITY, AND FACILITIES ON  
CONSUMER SATISFACTION AT BANDHAWA BARBERSHOP IN  
BANYUWANGI REGENCY***

**Reza Taqwa**

*International Marketing Management Study Program*

*Department of Business Major*

***ABSTRACT***

*This study aims to analyze the influence of price, service quality, and facilities on the level of customer satisfaction. This study was conducted at Barbershop Bandhawa located in Banyuwangi Regency. Data collection was carried out using the nonprobability sampling method, with 40 respondents. The data analysis technique used was multiple linear regression, which was processed using SPSS software version 21. The results of the analysis showed that simultaneously the price variables ( $X_1$ ), service quality ( $X_2$ ), and facilities ( $X_3$ ) had a significant effect on customer satisfaction ( $Y$ ). Partially, each variable price, service quality, and facilities were also proven to have a positive and significant effect on the level of customer satisfaction. Among the three independent variables, facilities ( $X_3$ ) are the factor that has the most dominant influence on customer satisfaction at Barbershop Bandhawa in Banyuwangi Regency.*

***Keywords:*** Price, Service Quality, Facilities, and Consumer Satisfaction