

## ABSTRAK

**Meilisa Handayani (1303761) : Pengaruh Kualitas Pelayanan, Harga dan Value Co-creation Terhadap Kepuasan Konsumen Pada X-Mart di Kota Padang**

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**Purpose** - *This research aims to analyze: (1) The Influence of service quality on customer satisfaction at X-Mart in Padang (2) The influence of price on customer satisfaction at X-Mart in Padang and (3) The Influence of co-creation value on customer satisfaction at X -Mart in Padang.*

**Methodology** - *The type of this research is Associative research. The population on this research is all the customers of X-Mart in Padang with the total sample is 150 person which was taken by using purposive sampling due to unknown the number of population.*

**Finding** - *Regarding the causal model proposed, the data confirm the relationship set out in the hypothesis. It can therefore be stated that (1) Service quality has a positive effect and significant to customer satisfaction (2) Price has a positive effect and significant to customer satisfaction and (3) Value Co-creation has a positive effect and significant to customer satisfaction.*

**Conclusion** - *The analysis highlights the positive influence which taking part in the service quality, price and value co-creation have on satisfaction. This is the clearly shows in this relationship from the empirical point-of-view.*

**Limitation** - *The cross sectional is the lack of generality.*

**Future research** - *The researcher suggest to conduct a longitudinal study for more generalizable result. It's better to explore again the others variable that influence customer satisfaction.*

**Keywords:** Service Quality, Price, Value Co-creation, Customer Satisfaction.