

## **ABSTRACT**

### **DIMENSIONS VALUE ON CONSUMER SATISFACTION MEN USER MATIC HONDA MOTORCYCLE IN BANDAR LAMPUNG (study in University of Lampung)**

**By**

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This research aims to determine the effect of emotional value, social value, quality / performance value, and the price / value of money on consumer satisfaction man matic honda motorcycle users. Types of explanatory research, with purposive sampling and accidental. This research uses SPSS 20, and the analysis of data using multiple linear regression analysis. The results of this research show simultaneously the variable emotional value, social value, quality / performance value and the price / value of money significantly influence consumer satisfaction. Partial variable quality / performance value and the price / value of money significantly influence consumer satisfaction. While variable emotional value and social value not significant effect on consumer satisfaction.

**Keyword:** *emotional value, social value, quality/performance value, price/value of money, consumer satisfaction*