

# The Influence of Motivation and Attitude on Customer Satisfaction

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**Abstract.** This study aims to determine how much influence motivation and attitude have on customer satisfaction. The population in this study is the satisfaction of customers who come to the city of Palopo dialer. The number of questionnaires processed in this study were 460 respondents. To test the hypothesis, the researcher used a structural equation modeling (SEM) approach, using AMOS and SPSS software. The results of this study indicate that motivation has no effect on attitude in carrying out customer satisfaction, attitude has an effect on customer satisfaction.

**Keywords:** motivation, attitude, and customer satisfaction