

ABSTRACT

Customer satisfaction is important to study because it covers consumer ratings of quality provided by the company in serving the needs of consumers and it roles as dependent variable that is influenced by the independent variables above. This research is aimed to explain the effect of store environment, assortment, services laborers, and sales promotion towards customer satisfaction at Alfamart Jl. Tirto Agung, Banyumanik, Semarang.

This research was conducted using survey method and questionnaire that was measured using Likert scale towards the customers of the store. There were 105 respondents who were, at least, shopping twice per month in this store. Multiple regression and SPSS application version 20 is used to analyze the data.

The result shows that assortment has positive and significant effect towards customers with Sig. of 0,019, and services laborer has positive and significant effect towards customers with Sig. of 0,000, while store environment and sales promotion have positive but not significant effect towards customers with Sig. of 0,279 and 0,232.

Keywords: customer satisfaction, store environment, assortment, laborer, and sales promotion.