

## **ABSTRACT**

Sports products industry in Indonesia offers a wide range of products, so it is not surprising that competition in the business of sports products has been extremely tight. Levels of customer satisfaction will provide a good reflection of the success of manufacturers in producing a product, because if a product is a failure if the goods are not provide a satisfaction for the customer. Users Nike products in 2011 decreased which caused nonconforming consumer expectations for Nike products and the number of complaints against Nike products. This study aimed to determine whether the product user customer satisfaction nike influenced by product quality, price and promotion.

In this study used a sample of the 100 people taken from customers nike products in mall Ciputra Semarang. Data gathered by going directly spaciousness to pass out to customers in the mall Ciputra nike products. Then the data obtained were analyzed using multiple regression analysis. This analysis includes test validity, reliability, classic assumption test, multiple regression analysis, hypothesis testing through f test and t test and analysis of coefficient of determination (R<sup>2</sup>).

Based on the results obtained by the regression equation  $Y = 0,276 X_1 + 0,223 X_2 + 0,357 X_3$ . Based on the analysis of statistical data analysis, these indicators are at The studies these variables are valid and reliable. In testing the assumptions of classical, free multikolonieritas regression model, there was no heterokeasitas, and normal distribution. Individual sequences from each of the most influential variable is a variable with a regression coefficient for promotion 0,357 and 0,276 for product quality and lowest price variable of 0,223. Hypothesis testing using t-test showed that the three independent variables in carefully shown to significantly affect the dependent variable of customer satisfaction. Then through the F test to note that the independent variable is indeed feasible to test the satisfaction of customers in the dependent variable. Figures Adjusted R Square of 0,586 indicates that 58,6% of the variables of customer satisfaction can be explained by the three independent variables in the regression equation. While the remaining 41,4% is explained by other variables outside the three variables used in this study

**Keywords :** quality of the product, price, promotion and customer satisfaction