ABSTRACT

This research is backgrounded by the competition in the field of providing services for Packaged Drinking Water (Air Minum Dalam Kemasan). That is getting booming with the many other appearing "AMDK". This phenomena supports every company to improve both its standard of service and product to meet the consumers' need. And the aim of this research is to analyze the influence of product quality, service quality and the price perception towards the consumers' satisfaction. Then library research is conducted and also hypothesis arrangement as well as the data obtained from the spreading questionaires to the 125 customers. "Jawa Tirta" AMDK in Semarang city by using *Purposive Sampling* technique and after that data analyzing is conducted, the data is obtained by using quantitative data analyzing. This quantitative analyzing covers : Validity, Reability, Classic Assumption, Double Regretion Analyzes, Hypothesis Test through "t" and "F" tests, as well as Determination Coeffisient Analyzes (R^2).

The data having met the validity, reability and classic assumption test are processed so as to produce Regretion as follows:

$$Y = 0.279X_1 + 0.311X_2 + 0.167X_3$$

The variable of Customers Satisfaction (Y), the variable of Product Quality (X_1), the variable of Service Quality (X_2), the variable of Price Perception (X_3). The hypothesis test usng "t" test shows that the three independent variables analyze significantly proved to influence the dependent variable of Customers' Satisfaction. Then through "F" test can be known that the variable Product quality, Service quality, and Price Perception are indeed proper to test the dependent variable of Customers Satisfaction. *Adjusted R* figure 0,243 shows that 24,3% of Customers Satisfaction variables can be explained by the three independent variables in the regretion. While the rest 75,7% is explained by other variable beyond the model which is not analyzed in this research.

Keyword: Customers' satisfaction, Product quality, Service quality, Price perception.