

ABSTRACT

The aim of this study was to know whether the service quality, location, and promotion to customers satisfaction of PT. Maharani Tri Utama Mandiri Semarang Branch. And analyzing the predominant factor in influencing the customers satisfaction at PT. Maharani Tri Utama Mandiri Semarang Branch. This search sample amount of 75 respondents using as the sample by Purposive Sampling technique, (is sampling based on a specific target , while the criteria that will be used is prospective migrants who are in the Training Center (BLK) PT . Maharani Tri Utama Mandiri Semarang branch independently at least one month .

Based on the result of the study, it was found the regression equation as follows:

$$Y = 0,414X1 + 0,159 X2 + 0,340X3$$

The most powerful dependent variable was the quality service (0,414) and were followed by location (0,340), and the last variable promotion that (0,159). The hypothesis testing using t-test showed that there is one variable that is not significant is the variable promotion and two variable (quality service and location) have the positive and statistically significant impact to the dependent variable customer satisfaction. Figures adjusted R square of 0,647 indicates that 64,7 percent of the customer satisfaction could be explained by quality service, promotion and location variables, meanwhile 35,3 percent of the rest were the impact of the other variable which not examined in this study.

Keywords : quality service , promotion , location , customer satisfaction