

## ***ABSTRACT***

In the globalization era, it was required that each manufacturer to develop its business to meet targets in customer satisfaction. Satisfaction is a person's feeling of pleasure or disappointment which is risen from comparing the perceived performance of the product (result) against their expectations. House Of Moo special product is milk. House Of Moo concerns on the customer's satisfaction. The customer satisfaction is the difference between the level of importance perceived performance or outcome compared with consumer perception.

The purpose of the research is to know the influence of the three dimensions of customer's satisfaction they quality of service, price perception, and quality of products. The population of the research is the visitor of House Of Moo at Jl. Jatimulyo No. 1, Semarang. The data collection is done uses questionnaires. In the research, the writer's use multiple regression analysis.

The results of multiple regression analysis is  $Y = 0,275 X_1 + 0,256 X_2 + 0,344 X_3$ . The most influential, in the independent variable throw dependent variable is the variable quality of products (0,344), variable quality of service (0,275), variable price perception (0,265). T test results proved that all independent variables (quality of service, price perception, and quality of products) had a positive and significant influence on the dependent variable, customer satisfaction. The coefficient determination (adjusted  $R^2$ ) is 0,509. This means 51% of the judgment of customer satisfaction is affected by the variable quality of service, price perception, and quality of products, and 49% are affected by other variables.

*Keywords: quality of service, price perception, quality of product, and customer satisfaction*