

ABSTRACT

This study aims to determine how much influence the price and the service quality to customer satisfaction Alvi Mini Market in Jepara. And the study also aims to analyze the most dominant factor in its influence on customer satisfaction Alvi Jepara Mini Market.

The population used in this study were Alvi Mini Market customers who have or who frequently shop at Alvi Mini Market Jepara. The sample in this study as much as 96 respondents and the techniques used are non-probability sampling technique with accidental sampling approach. (sampling based on the coincidence.

From the analysis, the indicators in this study are valid and invalid variables. The most dominant and influential factor of customer satisfaction is the variable quality of service later followed by variable rates. Dependent variables in this study is quite good in explaining the independent variable (customer satisfaction). Suggestion that the author is Alvi Mini Market Jepara need to maintain the things that have been assessed both by consumers and repair assessed by consumers is still lacking.

Testing this hypothesis by using the T test showed that the two independent variables examined two variables significantly affect customer satisfaction, which influences the price (X_1) and quality of service (X_2). in the F test also proved that the model used to explain customer satisfaction secars simultaneous influential, because the calculated F value (13.738). for the coefficient of determination (r^2), adjusted R values obtained at 0.211, which means that the model used can only explain 21.1% customer satisfaction, while the remaining balance of 78.9% is influenced by other factors not examined in this study

Key words: price, influence the price, service quality, customer satisfaction.