

## **ABSTRACT**

*This study aims to determine the influence of factor of technology, service quality, and customer focus of the customer satisfaction on the Bandeng Juwana Elrina Group Semarang. And this research also aims to analyze the most dominant factors that influence on customer satisfaction on the Bandeng Juwana Elrina Group Semarang.*

*The population used in this study is consumers who ever or frequently come on the Bandeng Juwana Elrina Group Semarang. The sample in this study are 80 respondents and the techniques used are non-probability sampling technique with the approach of accidental sampling (sampling based on chance).*

*From the analysis result, the indicators in this study are valid and valid variables. And the most dominant factor that influence on customer satisfaction are factor of technology variables (with a regression coefficient of 0.446), then the service quality variable (with a regression coefficient 0.538), and the last is the customer focus variable (with regression coefficient of 0.807). The dependent variables in this study are good enough in explaining the independent variable (customer satisfaction). Writer's advice is Bandeng Juwana Elrina Group Semarang need to preserve the good things that have been assessed by consumers and repair the things that not good enough in consumers sight.*

*Key words: factor of technology, service quality, customer focus, customer satisfaction*