

ABSTRACT

Business world competition currently is more progressively tight. It is also perceived by businessmen in car repair services sector such as workshop owners in Semarang. Caesar is one of workshop existing in Semarang currently. Caesar's Workshop is demanded to understand about the factors that can influence their customer's satisfaction. Caesar have to make some improvement and innovation that can increasing their customer's satisfaction.

The research aims to analyze how the influence of service quality, price and location toward customer satisfaction. Sampling method uses Accidental Sampling Method. Sample of the research is 100 Caesar's customer and then an analysis is performed toward the obtained data by using data analysis quantitatively and qualitatively. Quantitatively analysis includes: validity and reliability test, classical assumption test, multiple regression analysis and hypothesis test through t and F test, and determination coefficient analysis (R^2). Qualitative analysis is an interpretation of the obtained data within research and the result of data processing has been implemented by providing information and explanation.

Data has complied validity, reliability and classical test is processed, so that those are resulting regression equation as follows:

$$Y = 0,292 X_1 + 0,216X_2 + 0,304 X_3$$

Where, Customer Satisfaction (Y), Service Quality variable (X_1), Price variable (X_2), and Location variable (X_3). Hypothesis test uses t test demonstrates that the three of examined independent variables is proved significantly have a partially effect on dependent variable of Customer Satisfaction. Then, follow the F test can be recognized that the three of examined independent variables has a simultaneously effect on dependent variable of Customer Satisfaction. The grade of Adjusted R Square is 0,584 demonstrates that 58,4 percent of Customer Satisfaction variable can be explained by the three of independent variables within regression equation. While, the remainder is 41,6 percent is explained by other variables outside of those third variables used in the research.

Keywords: Service Quality, Price, Location and Customer Satisfaction