

ABSTRACT

This study aims to analyze the influence of the price, product diversity, and quality of service to customer satisfaction in making a purchase at Baskin Robbins Ice Cream Mal Ciputra Semarang. After learning related literature review, this study has important variable that is strongly effected the customer satisfaction. There are price, product diversity, and quality of service.

This study was conducted by sampling method. The sample in this study were 100 people in making a purchase at Baskin Robbins Ice Cream Mal Ciputra Semarang. This study conducted using random sampling method, and then conducted with an analysis, using the analysis of quantitative and qualitative data.

This study results showed that the price variable, product diversity variable, and the quality of services variable, significantly has a positive effect on customer satisfaction. The most dominant variable that has effect to customer satisfaction is quality of service variable with the highest value of standardized coefficient.

Keyword : Quality service, price, product diversity, customer satisfaction.