

ABSTRACT

This study aims to analyze how to influence the employee's hospitality , price and location to customer satisfaction. The sampling method used is Accidental Sampling Method. The sample in this study were 100 people from the customer's Aluminium shop Dwi Karya's.

This study uses multiple linear regression analysis. The results of this study showed that service quality has the greatest impact in influencing customer satisfaction. Adjusted R Square 's value of 0, 564 variables showed that 56.4 percent customer satisfaction can be explained by the three independent variables in the regression equation. While the rest of 43.6 percent is explained by variables other than the three variables used in this study.

Key words: Employee's hospitality , Price, Location and Customer Satisfaction