

ABSTRACT

The purpose of this research was to test the influences of product quality, price and product variation toward customer satisfaction. The usage of these variables was able to solve the arising problem within Teh Sosro. The problem in this research was the overlimit numbers of critics that received by Teh Sosro. The targeted critics was 10 (Kotler, 2000) but the real phenomena they received 19 critics and 13 suggestion (Teh Sosro management, 2011). It needed more attention because the consumer feel about Teh Sosro service could affecting consumer satisfaction.

The samples of this research consisted of a ninty seven customer's on Teh Sosro. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption was also performed including normality test, multicollinearity test, and heteroscedasticity test.

The result of the analysis showed that product quality, price and product variation contributes an positive influence, which is significant to customer satisfaction. The empirical result indicated that to increase customer satisfaction of Teh Sosro, management need to pay attention on factors like product quality, price and product variation, because that is the factors that effect high or low level of customer satisfaction. Product variation was the most dominant variable, so that Teh Sosro management need to keep and increase product variation through interesting company policy like discount to attract buying motive and as achievement toward consumer.

Key Words : product quality, price, product variation, and customer satisfaction