

**INFLUENCE PRODUCT QUALITY, PRICE AND LOCATION ON
CONSUMER SATISFACTION**
On customer carica fruits drink at Carica Centre Shop in Banjarnegara
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ABSTRACT

JAGA SATYA NEGARA. *This study aims to analysis the influence of product quality, price, and location on consumer satisfaction on customer of carica fruits drink at Carica Centre Shop in Banjarnegara southern square. The research method used in this research is purposive method. Implementation methods using survey methods, The method of determining the location of the study by purposive method and for sample using accidental sampling technique as sampling method. Kind of data in this research is primary data where obtained from customer of Carica Centre Shop in Banjarnegara southern square. Data collection techniques use questionnaire, observation, interviews. To analyze the level of influence of product quality, price, and location on consumer satisfaction use multiple regression analysis. Based on the results of data analysis, there is influence as individual and simultant ways of product quality, price, and location on consumer satisfaction Carica Centre Shop in Banjarnegara southern square. All variables have positive and significant influence on consumer satisfaction Carica Centre Shop in Banjarnegara southern square.*

Keyword : *product quality, price, location, consumer satisfaction*