

***The Influence Of The Location Of The Price And Quality Services To  
Customer Satisfaction In Mister Te Tawang Mangu Jember***

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**ABSTRACT**

*This final project titled Effect of Location Price And Quality Service to Customer Satisfaction At Mister Te Tawang Mangu Jember. The purpose of this study is (1) Effect of location price and quality of service to customer satisfaction simultaneously or partially, (2) Which variables that have the most dominant influence on customer satisfaction in Mister Te Jember. The independent variables in this study are the location (X1), price (X2), and quality of service (X3). Analysis techniques used in this research is multiple linear regression with SPSS 21.0 for Windows. From the test results can be concluded that: (1) simultaneously or together we concluded that variable location, price, and quality of service simultaneously significant effect on customer satisfaction, (2) Partially service quality variables significantly affect customer satisfaction while variable location and price not significant effect on customer satisfaction (3) The most dominant variable influencing customer satisfaction is the variable service quality.*

**Keywords:** *price, quality services, customer satisfaction, location*