

**Effect of Product Attributes Customer Satisfaction Eggs Heroine at CV.  
Laras Inti Agrisatwa Rambipuji Kabupaten Jember  
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**ABSTRACT**

Making the location of the final project is housed in the CV. Laras Inti Agrisatwa, The purpose of this study were (1) To know the Brand, Product Quality, Service, Price simultaneous significant effect on customer satisfaction eggs Heroine CV. Laras Inti Agrisatwa, (2) To determine whether the dominant variable affecting consumer satisfaction eggs Heroine CV. Laras Inti Agrisatwa. The independent variable in this study is the Trademark (X1), Quality Products (X2), services (X3), price (X4), customer satisfaction (Y) Eggs Heroine on the CV. Laras Inti Agrisatwa Rambipuji Jember. The analysis technique used in this research is multiple linear regression. From the test results it can be concluded that: (1) testing together - together or in unison fourth independent variable, namely Brand (X1), Quality Products (X2), Services (X3), Price (X4) significant effect on the dependent variable, namely Consumer Satisfaction in CV. Laras Inti Agrisatwa. (2) partial testing Variable Brand (X1), Quality Products (X2), and varabel Price (X4) significantly influencing customer satisfaction (Y) eggs Heroine on the CV. Laras Inti Agrisatwa, while the Variable Services (X3) did not significantly affect the Consumer satisfaction Heroine eggs on the CV. Laras Inti Agrisatwa (Y). (3) The quality of the product (X2) is the dominant variable in influencing customer satisfaction (Y) eggs Heroine on the CV. Laras Inti Agrisatwa.

Keywords: Product Attributes, Consumer Satisfaction

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