

Analysis of the Effect of Location, Product Quality and Service Quality on customer satisfaction at outlet UD. Primadona Jember.

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In this modern era Food business is a business that is promising to do, open a business or business, from just a hobby to eating can now be used as a promising business opportunity. Various types of food have emerged with a variety of interesting and unique creativity. One of them is a special food, this special food is a food that comes from a certain region or region, where inter-regions have their own special food. Special food is usually bought to be made by if a person visits an area both for the purpose of traveling or for other purposes.

One of the keys to developing and advancing a trading business is to satisfy consumers and customers because with the satisfaction of consumers and customers so that consumers will come back again to buy products that are marketed. At UD Prima, there are several factors or variables that can influence customer satisfaction, namely the location of product quality and service quality

Thus the researchers took the initiative to find out more about the influence of price, product quality and service quality. Customer satisfaction at the UD Primadona outlet in Jember, so that research needs to be done regarding any variables that influence simultaneously and partially as well as the most dominant in influencing customer satisfaction

Keyword Location, Product Quality and Service Quality on customer satisfaction at UD. Primadona Jember.