

## **ABSTRACT**

*This research aims to measure the perception influence in product quality, services quality and price toward customer satisfaction “Waroeng Special Sambal” in Yogyakarta. The sample that used was taken from the customer of waroeng special sambal, by methods that used were insidental sampling, that sampling by the uncertain people. The sample was taken in 3 branches of waroeng special sambal; Bantul, Plengkung Gading and Godean by spreading the questionnaire. The tools that used in this research is SPSS software.*

*The result of this result shows that the perception of product quality, in charge of customer satisfaction. The coefficient determination of this research is 0,380 or 38%. Means, the three variables affected the customer satisfaction for 38 % and the last 62% affected by different variable.*

*Keywords: Perception of Product Quality, Perception of Services Quality, Price Perception, Customer Satisfaction*