

ABSTRACT

Business engaged in the agroindustry sector is an effort that emphasizes the Food Processing Management where the processed products are raw materials derived from agricultural products. UD. Salak "Crystal" is the only salak agroindustry in Turi District, Sleman Regency that still survives among many processing industries that have been closed for various reasons, such as lack of knowledge about marketing strategy, low quality or product quality, and lack of consumers who buy products . Factors of product quality, price, and location are several factors to improve customer satisfaction. The purpose of this study is to determine the effect of product quality, price, and location to customer satisfaction partially and simultaneously. The population in this study were customers who bought salak chips in UD. Salak "Crystals" and the sample of this study amounted to 30 respondents. The result of research using multiple regression show that product quality, price and location have big effect to customer satisfaction, simultaneous test result shows that product quality, price, and location have positive and significant effect to customer satisfaction. While the partial quality of products and prices have a positive effect on customer satisfaction but the location has no effect on customer satisfaction partially.

Keywords : Customer satisfaction, product quality, price, and location