

ABSTRACTION

Along with growth business Barbershop in city of Jakarta, cause increasingly the height level competition faced by Barbershop Uncle Do Binus . The number complaint given consumer to Barbershop Uncle Do indicates less optimally satisfaction consumers . Research this aim for analyze influence price , quality service and location to satisfaction customer Barbershop Uncle Do Binus .

Research this test three variable independent that is Price , Quality Service and Locations that can influence variable dependent that is Satisfaction Customer . population in research this is consumers who come to Barbershop Uncle Do Binus . Sample taken as many as 160 respondents with use technique Non probability sampling with approach purposive sampling. Data collected with use survey method through questionnaires filled by consumers . Then the data obtained dianalisi with use analysis regression multiple . Analysis this include : Test Validity , Test Reliability , Test Assumption Classic , Analysis Regression Multiple , Test Hypothesis through Test t and Test F, setra analysis Coefficient Determination (R^2).

From the analysis regression obtained equation as following ,

$$Y = 7,653 + 0,249 X_1 + 0,073 X_2 + 0,041 X_3$$

Variables Price have greatest influence to satisfaction customer of 0.249, then followed by variable quality service amount 0.073. Medium right variable location have lowest penmgaruh compared another variable of 0.041. Results analysis use t test can is known that Variables Price (X_1) by Partial take effect significant and

positive to variable Satisfaction Customer (Y). Variables Quality Service (X_2) by Partial no take effect significant to variable Satisfaction Customer (Y) and Variables Location (X_3) by Partial no take effect significant to variable Satisfaction Customer (Y). then results analysis F test aims variable Price (X_1), Quality Services (X_2) and Locations (X_3), by together (Simultaneous) influential significant to Satisfaction Customer (Y) Barbershop Uncle Do Binus . Results analysis use coefficient determination is known that influence Price , Quality Services , and Location to Satisfaction Customer have value of 8 , 2 % . While the rest of 0.993% affected by variable other outside variables studied.

Word Keywords : Price , Quality Service , Location , Satisfaction Consumer