

ABSTRACT

One of the goals of marketing is customer satisfaction, this makes the Head of Alfamidi Shop Jalan Pandegiling Surabaya want to know whether the service to consumers, the promotions carried out and the price of the products sold so far are able to meet customer satisfaction. This study entitled "The Influence of Service Quality, Promotion and Price Perception of Customer Satisfaction Alfamidi Stores, Jalan Pandegiling Surabaya".

This research method uses Multiple Regression Analysis and the type of research is quantitative. The sampling technique in this study was purposive sampling with a sample of 100 respondents. The purpose of this study was to determine and analyze the effect of service quality, promotion and price perceptions on customer satisfaction. The results of the instrument testing were passed the Validity Test and Reliability Test, the results of the Classical Assumption Test showed that the research data was normally distributed, passed the Heteroscedasticity Test and the Multicollinearity Test. The value of the Determination Coefficient (Adjusted R Square) of 0.834 or 83.4% means that the variable ability of service quality, promotion and price perception in explaining the effect on customer satisfaction is 83.4% while the remaining 16.6 is the influence of other variables that do not participate. in this research. The regression equation model is $Y = 0.262 + 0.296 X_1 + 0.251 X_2 + 0.484 X_3$ with service quality (X_1), promotion (X_2) and perceived price (X_3) and customer satisfaction (Y). The conclusions of this study are 1) Service quality, promotion and price perception simultaneously have a significant effect on customer satisfaction. 2) Service quality partially has a significant effect on customer satisfaction. 3) Promotion partially has a significant effect on customer satisfaction. 4) Perceived price partially has a significant effect on customer satisfaction. 5) The most dominant price perception has a significant effect on customer satisfaction.

Keywords: *Service Quality, Promotion, Price Perception, Customer Satisfaction.*