ABSTRACT

This study was conducted to find out whether of product quality, service quality and store atmosphere influential as positive and significant toward customer satifaction on Clemen Baby Shop in Palembang city. The population of this study are all people who buying and using product/object Clemen Baby Shop in Palembang city. The sampling technique in this study was purposive sampling. Sample in this study is 100 respondents. Hypothesis testing using multiple regression method with SPSS ver. 17.0. Data analysis technique used are validity test, reliability test, classic assumption test, t test, F test, multiple regression analysis. The results of validity test is showing all data was valid, reliability test is showing all data was reliabel. The results of multiple regression analysis showing product quality, service quality and store atmosphere has a positive and significant effect toward customer satifaction.

Key Words: Product Quality, Service Quality, Store Atmosphere and Customer Satifaction