

## ABSTRACT

The rapid development of business competition lead retailers to keep customers aware of the effort is not just enough to offer a product with better quality, competitive prices, creating a sense of satisfaction and provide better service for consumers. Card operator XL prabayar is one of the market's third largest operator. The purpose of this study was to determine the effect of marketing mix on customer satisfaction. Questionnaires were administered directly to the 100 respondents. Method of data analysis is the method of multiple linear regression analysis of keempar marketing mix variables that affect customer satisfaction of product, price, promotion, distribution channels have a significant positive effect sehingga variable distribution channel is a channel that is very pernting on customer satisfaction.

**Keywords: marketing mix , and distribution channels**