

## ***ABSTRACT***

*This research to analyze the effect of price, product, promotion, distribution, and service to customer satisfaction in PT Yamaha Mio. Yamaha Motor Kencana Indonesia, Jakarta.*

*The research population was all consumers who use Yamaha Mio motorcycle with 97 respondents to the survey method and the nature of research and explanatory research that explanations describing, explaining the nature and circumstances that were happening at the time of the study and look for reasons because of the incident. The results of the data were processed with SPSS 17.*

*Results of the research was the effect of price, product, promotion, distribution and service together each having an influence on customer satisfaction.*

***Keywords: Price, Product, Promotion, Distribution, Service, Customer Satisfaction***



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