

## **ABSTRAK**

Changes that occur in today's business world is really uncertain. For every company that wants to win the competition and succeed in this century must apply the concept of product differentiation, firms can use all the resources and advantages that exist in the use of any change to win the competition. This thesis discusses how the effect of product differentiation Against Consumer Satisfaction. Data obtained through a survey by distributing questionnaires to 30 consumers shop west Jakarta Speed Motors. The sampling technique used was purposive sampling. This differentiation is very important and is suitable as a key to success in the enterprise, the research was done in order to determine the effect of product differentiation on customer satisfaction in the Motor Speed Shop. Company in business to apply differentiation, in which differentiation is one type of competitive advantage that can be owned by the company. Because the alleged application of product differentiation affects the customer satisfaction of a company.

The research was done by conducting policy research on product differentiation on the Motor Speed Shop. The method used is a simple regression method and the t test to see the effect of product differentiation and relationship to customer satisfaction. The results showed that product differentiation has a strong relationship to consumer satisfaction in the Motor Speed Shop. This is evidenced from the results obtained in testing the hypothesis in which the value t count = 6.544 > from T Table = 2.048 at  $\alpha = 0.05$  or 5%, then a simple regression equation obtained was  $Y = 12.197 + 0.748 X$ . That means that any enhancement of product differentiation by 1% on Motor Speed Shop will increase customer satisfaction by 0.748%.

Can be concluded that the key to success in achieving Motor Speed Shop and service markets should apply the concept of product differentiation that can improve customer satisfaction and continues to be a successful company and can win the competition.

Key words: Product Differentiation, and Customer Satisfaction.