

ABSTRACT

This study aims to examine and analyze whether there are effects of consumer satisfaction variables (price, product, shipping, trust, and ease) in purchase of hijab in the online shop Almondberlys. Data collected through questionnaires to 35 consumers who ever make purchases hijab pashmina turkey velvet in the online shop Almondberlys. Analysis of the data in this study using software Statistical Package for the Social Sciences (SPSS) version 16. Mechanical testing data used in this study include test validity by factor analysis, reliability tests with Cronbach Alpha. Classical assumption test and multiple linear regression analysis, to test and prove the research hypothesis. The analysis of variables indicate that the independent of variable Price (X_1), Products (X_2), Shipping (X_3), Trust (X_4), and Ease (X_5) simultaneously really significant effect on the dependent variable consumer satisfaction. From the analysis also showed that the dependent variable of 87.3% and the remaining 12.7% influenced by variables outside the model that are not addressed in this study.

Keywords: Customer Satisfaction, Regression Analysis

