

ABSTRACT

This research aim to clarify and analyse factors that influenced the customer satisfaction in Larissa Aesthetic Center Yogyakarta as companies offer service in health and beauty care. This research due to Larissa Aesthetic Center Yogyakarta consumers by 112 samples. The method that used for collecting data was by spread the questionnaire for the consumers. Analysis tools that used in this research was multiply linear regression complied by SPSS.

The result of this research shows about the influence of quality service, location, and servicescape in providing customer satisfaction. In some influence shows about several indicators in every factors, tangibles, reliability, responsiveness, assurance, empathy, visibility access, traffics, parking park, ambient condition, spatial planning, and symbol.

Key word : *Quality service, location, servicescape, customer satisfaction .*