

## **ABSTRACT**

*The effect of innovation, price and product quality on the performance of Rocket Chicken employees in Bungah Gresik Branch. In order to develop a marketing strategy it is necessary to pay attention to the cycle of increasing consumers. A company needs customer satisfaction to see how successful the company is in developing their business. The purpose of this research: (1). To determine the effect of innovation on customer satisfaction partially in the Rocket Chicken branch of Bungah Gresik, (2). To find out the effect of prices on customer satisfaction partially at the Bungah Gresik branch of Rocket Chicken, (3) To determine the effect of product quality on customer satisfaction partially on the Rocket Chicken branch of Bungah Gresik, (4). To find out the effect of innovation, price and product quality simultaneously at Rocket Chicken, Bungah Gresik branch. The method used in this research is descriptive quantitative. The sample in this study was 98 Rocket Chicken consumers in Bungah Gresik Branch. The data collection technique used is the questionnaire method. Data analysis techniques used are validity test, reliability test, classical assumption test, multiple regression analysis (F test and T test), coefficient of determination ( $R^2$ ). Simultaneous test results show the variable Innovation (X1), Price Variable (X2) and Product Quality (X3) variables together have a significant effect on consumer satisfaction Rocket Chicken Bungah Gresik Branch of F count is 161,536. By using a partial test, the Innovation variable (X1) of T count is 2.404, Price (X2) is 5.723, and Product Quality (X3) is 4.113. Innovation (X1), Price (X2) and Product Quality (X3) have a significant effect on customer satisfaction. And the Innovation variable has a dominant influence on consumer satisfaction Rocket Chicken Bungah Gresik Branch.*

**Keywords: innovation, price, product quality and customer satisfaction**