Abstract

This study tried to analyze the influence of differentiation strategy on customer satisfaction in karaoke services Inul Vizta in the city of Palembang. The population in this study is the customer who use the services of karaoke Inul Vizta Palembang and the sample was determined by using purposive sampling method, the sampling method on the basis of specific criteria. For example, customers who use the services of karaoke Inul Vizta. From the results of individual trials (partial) in this study stated product differentiation, differentiation and image differentiation channels affect customer satisfaction. it is based on the value of T calculated for each variable bigger than T table (1.660) and the significance value less than 0.05. differentiation of services that not only affects customer satisfaction based on the value of T calculated smaller than the T table and significance values greater than 0.05. From the test results together (simultaneously) in this study stated product differentiation, service differentiation, differentiation and image differentiation channels simultaneously affect customer satisfaction. It is based on the value of F calculated (7.832) is greater than F table (2.31) and the significance of the resulting 0000 values less than 0,05.

Keywords: Product Differentiation, Differentiation Services, Image Differentiation and Differentiation Channels