Purpose - This research aims to analyze: (1) The Influence of service quality on customer satisfaction at X-Mart in Padang (2) The influence of price on customer satisfaction at X-Mart in Padang and (3) The Influence of co-creation value on customer satisfaction at X-Mart in Padang.

Methodology - The type of this research is Associative research. The population on this research is all the customers of X-Mart in Padang with the total sample is 150 person which was taken by using purposive sampling due to unknown the number of population.

Finding - Regarding the causal model proposed, the data confirm the relationship set out in the hypothesis. It can therefore be stated that (1) Service quality has a positive effect and significant to customer satisfaction (2) Price has a positive effect and significant to customer satisfaction and (3) Value Co-creation has a positive effect and significant to customer satisfaction.

Conclusion - The analysis highlights the positive influence which taking part in the service quality, price and value co-creation have on satisfaction. This is the clearly shows in this relationship from the empirical point-of-view.

Limitation - The cross sectional is the lack of generality.

Future research - The researcher suggest to conduct a longitudinal study for more generalizable result. It's better to explore again the others variable that influence customer satisfaction.

Keywords: Service Quality, Price, Value Co-creation, Customer Satisfaction.