

***The Influence Of Prices, Quality Of Products And Quality Of Services On  
Customer Satisfaction Cak Wang Cafe  
Jember District***

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**ABSTRACT**

*Cak Wang Cafe is one of the coffee shops in Jember Regency, Cak Wang Cafe is a coffee shop but not only sells drinks made from coffee, but there are also other types of drinks and snacks / snacks. At the moment, Cak Wang Cafe has proven its existence and is able to survive amid intense competition in Jember Regency. This study used a survey method with 40 respondents. The variables in this study are price, product quality, service quality, and customer satisfaction. The research location was conducted at Cak Wang Café located on Street Mastrip, Summersari - Jember Regency. The procedure for collecting primary and secondary data is by using a questionnaire given to Cak Wang Cafe customers. The data analysis used in this study is multiple linear regression analysis with F test and t test, where in this study the calculation technique is assisted by using SPSS windows software. The results of data analysis can be concluded that: 1) Price, product quality and service quality simultaneously or together have a significant effect on customer satisfaction Cak Wang Cafe, Jember Regency. 2) Price, product quality and service quality partially or individually have a significant effect on customer satisfaction Cak Wang Cafe, Jember Regency. 3) Price is a variable that has a dominant influence on customer satisfaction. Cak Wang Cafe, Jember Regency.*

*Keywords: price, product quality, service quality, customer satisfaction*