

**“Analysis Effect of Price, Quality of Product, and Service Quality to Quick
Chicken Chicken Jember’s Customer Satisfaction”**

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ABSTRACT

This research is placed in the fast food restaurant Quick Chicken Jember. The purpose of this study was (1) Determine and analyze the effect of the variable price, the variable quality of the product, and the variable quality of service significantly to Quick Chicken Jember’s customer satisfaction, (2) Determine and analyze which variables between the variable price, the variable quality of the products, and variable quality of service that is the most dominant influence on customer satisfaction of Quick Chicken Jember’s customer. Analysis techniques used in this research is multiple linear regression. From the test results it can be concluded that: (1) Simultaneously price, product quality and service quality significantly influence customer satisfaction (2) Partially, price and the quality of product significantly affect customer satisfaction (3) the most dominant variable affecting customer satisfaction is variable price.

Keyword : *Customer Satisfaction, Multiple Linear Regression*