

Influence of Price, Product Quality and Service Quality on Customer Satisfaction (Study in Kolong Cafe Jember)

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ABSTRACT

Kolong cafe is one of the coffee shop in Jember district, Kolong Cafe has stood for approximately 5 years and has many competitors. However, there are still many visitors who want to enjoy the atmosphere and products of the cafe below. This can be seen from the number of visitors to the Kolong cafe every day. On Monday to Friday, the number of visitors to this cafe totaled around 100 people, while on Saturday around 200 people and this number continues to increase every month. Seeing this, research on the effect of price, product quality and service quality on customer satisfaction is needed for decision making for the managerial to maintain the existence of the cafe. The purpose of this study was to determine and analyze the variables of price, product quality and service quality simultaneously and separately which significantly influence customer satisfaction in the Kolong Cafe Jember and to know and analyze which variables had the most dominant influence on customer satisfaction. This study uses a survey method with 40 respondents. The analytical tool used in this study is multiple linear regression. The result of this study as a whole can be conclude that price, product quality and sevice quality simultaneously have a significant effect on customer satisfaction. Separately, price and product quality have no significant effect on customer satisfaction, but service quality has a significant effect on customer satisfaction and is a dominant influencing factor.

Keyword ; price, product quality, service quality, customer satisfaction