THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON CUSTOMER SATISFACTION AT MURSIDA RESTAURANT, SUMBERSARI DISTRICT, JEMBER REGENCY

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ABSTRACT

The development of the industrial world creates a climate of competition to face its competitors. The company must provide a product that is the main need of consumers for the satisfaction of its customers. According to (Kotler &; Armstrong, 2008), customer satisfaction is the degree to which a person feels after comparing the performance (or results) he feels compared to his expectations. Mursida Restaurant is one of the food industries with a unique impression that combines contemporary concepts in several elements within the company. This study analyzes the effect of Product Quality (X_1), Service Quality (X_2), Price (X_3) variables on Customer Satisfaction (Y). The method used is multiple linear regression analysis using SPSS 21 for windows, by analyzing Validity and Reliability Tests, Classical Assumption Tests, Multiple Linear Regression Analaisis, F Test Coefficient of Determination and t test. The results of research using the F Test are the variables Product Quality (X_1) Service Quality (X_2) Price (X_3) simultaneously affects Customer Satisfaction (Y) with a $_{calculated}$ F value 16.701 > F_{table} 2.71. Test Results t variable Product Quality (X_1) t count 0.921 < t table 1.988, Quality of Service (X_2) value t count 3.396 > t table 1.988, Price (X_3) value t $_{count}$ 4.393 > t $_{table}$ 1.988, with a significance value of 0.05. means that Product Quality (X_1) has no effect and Service Quality (X_2) and Price (X3) have a significant effect on Customer Satisfaction (Y).

Keywords: Customer Satisfaction, Mursida Resto, Multiple Linear Regression Analysis,