

***THE INFLUENCE OF PRODUCT QUALITY, PRICE AND SERVICE ON  
CUSTOMER SATISFACTION OF BOLEN CAKES  
AT DKM CAKE & COOKIES***

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***ABSTRACT***

*Indonesia has many culinary businesses run by business people, giving rise to competition between culinary business people, both in terms of products that are made more attractive, quality of service and even prices so that they can attract the attention of customers. Therefore, it is necessary to conduct research on the influence of product quality, price and service on customer satisfaction with Bolen cakes at DKM Cake & Cookies. The research objectives are (1) Analyzing and testing product quality, price and service which simultaneously influence customer satisfaction for bolen cakes at DKM Cake & Cookies. (2) Analyzing and testing product quality, price and service partially influence customer satisfaction for bolen cakes at DKM Cake & Cookies. (3) Analyze and test variables that have a dominant influence on customer satisfaction for bolen cakes at DKM Cake & Cookies. The research method used is a survey. The research population was 40 respondents of DKM's typical bolen cake customers. The test results show that (1) Simultaneous regression testing results show that the variables Product Quality, Price and Service Quality simultaneously have a significant effect on Customer Satisfaction. (2) Partial regression testing showed that the Product Quality variable partially had a significant effect on Customer Satisfaction, while the Price and Service variables partially had an insignificant effect on Customer Satisfaction. Product quality is the dominant variable.*

***Keywords:*** *Product Quality, Price, Service, and Customer Satisfaction*