

# **PRODUCT QUALITY AND PRICE TOWARDS CUSTOMER SATISFACTION FRESH CARCASS**

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## **ABSTRACT**

*Indonesia has many livestock businesses, one of which is providing poultry meat, giving rise to many business competitors in the same field. CV. Cupu Artama Jaya is one of the carcass provider companies. Customer satisfaction can provide consistency in purchases which ensures smooth running for business people. Customer satisfaction can be ensured by quality products and affordable prices. It is necessary to carry out research regarding product quality and price on customer satisfaction of fresh carcasses at CV Cupu Artama Jaya. The aim of the research is to analyze and test product quality and price on fresh carcass customer satisfaction at CV Cupu Artama Jaya. Analyze and test product quality and price partially on fresh carcass customer satisfaction. Analyze and test variables that have a dominant influence on fresh carcass customer satisfaction at CV. Cupu Artama Jaya. The research method chosen was a survey. The research population was 30 fresh carcass customers. The test results show that (1) Product Quality and Price simultaneously have a significant effect on Customer Satisfaction. (2) Product Quality partially has an insignificant effect on Customer Satisfaction, while Price partially has a significant effect on Customer Satisfaction. Price is the dominant variable.*

**Keywords:** *Product Quality, Price, Customer Satisfaction and Fresh Carcass*