

**FACTORS AFFECTING CUSTOMER SATISFACTION
OF PASTEURIZED MILK PRODUCTS
DI KOPERASI PETERNAKAN SAPI PERAH
SETIA KAWAN NONGKOJAJAR**

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ABSTRACT

Indonesia has many businesses in the field of dairy farming that are currently developing, one of which is processing fresh milk into pasteurized milk. The Koperasi Peternakan Sapi Perah Setia Kawan Nongkojajar is a cooperative that produces pasteurized milk in Pasuruan Regency. The research objectives are (1) Analyzing and testing product quality, price and service simultaneously influence customer satisfaction with pasteurized milk in Koperasi Peternakan Sapi Perah Setia Kawan Nongkojajar (2) Analyze and test product quality, price and service which partially influence customer satisfaction with pasteurized milk in Koperasi Peternakan Sapi Perah Setia Kawan Nongkojajar. The research method used is a survey. The research population was typical pasteurized milk customers Koperasi Peternakan Sapi Perah Setia Kawan Nongkojajar as many as 40 respondents. The research results are (1) Simultaneous regression testing results show that the variables Product Quality (X1), Price (X2), and Service Quality (X3) simultaneously have a significant effect on Customer Satisfaction (Y) of typical pasteurized milk Koperasi Peternakan Sapi Perah Setia Kawan Nongkojajar.(2) Partial regression testing obtained the following results: (a) The Product Quality variable (X1) partially has a significant effect on the dependent variable, namely Customer Satisfaction (Y). (b) The Price variable (X2) partially has a significant effect on the dependent variable, namely Customer Satisfaction (Y). (c) The Service Variable (X3) partially has an insignificant effect on the dependent variable, namely Customer Satisfaction (Y).

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