# THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE ON CUSTOMER SATISFACTION OF RAW NOODLES AT UMKM NUR CHOLIS IN KALISAT DISTRICT, JEMBER REGENCY

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## ABSTRACT

*This research is motivated by the competition faced by MSMEs (Micro, Small and Medium Enterprises) required to innovate and improve product quality, prices and services in the processing industry, so as to attract customer loyalty. Therefore, it is necessary to conduct research on the influence of product quality, price and service on customer satisfaction for raw noodles at UMKM Nur Cholis in Kalisat District, Jember Regency. The research objectives are (1) To analyze and test product quality, price and service which simultaneously influence customer satisfaction for raw noodles at UMKM Nur Cholis in Kalisat District, Jember Regency. (2) To analyze and test product quality, price and service which partially influence customer satisfaction for raw noodles at UMKM Nur Cholis in Kalisat District, Jember Regency. The research method used is a survey. The research sample was taken from 30 respondents of UMKM Nur Cholis raw noodle customers. The analytical tool used is multiple linear regression analysis with the help of IBM SPSS 27 for Windows software. The test results show that (1) Simultaneous regression testing results show that the variables Product Quality (X1), Price (X2), and Service (X3) simultaneously have a significant effect on Customer Satisfaction (Y). (2) Partial regression testing showed that the Product Quality (X1) and Price (X2) variables had a significant effect on Customer Satisfaction (Y), while the Service variable (X3) had an insignificant effect on Customer Satisfaction (Y).*

*Keywords: Product Quality, Price, Service, Customer Satisfaction and Raw Noodles.*