

***THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY,  
AND PRICE ON CUSTOMER SATISFACTION IN  
CANGKRUAN CAK NDHOET DISTRICT  
SUMBERSARI JEMBER REGENCY***

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***ABSTRACT***

*The development of the coffee shop industry in Indonesia, especially in Jember Regency, shows significant growth along with the increasing public interest in coffee. One of the coffee shops that is developing in this area is Cangkruan Cak Ndhoe. The purpose of this study was to determine the effect of product quality, service quality, and price on customer satisfaction at Cangkruan Cak Ndhoe, Sumbersari District, Jember Regency. The research method used was quantitative with a survey approach. Data were collected through questionnaires distributed to 40 respondents, who were customers of Cangkruan Cak Ndhoe. Data analysis was carried out using multiple linear regression to test the effect of each variable. The results showed that product quality, service quality, and price simultaneously influenced customer satisfaction. Partially, each variable also had a significant effect on customer satisfaction, with the service quality variable as the most dominant factor. These findings indicate that in order to win the competition, coffee shop business actors must continue to improve product quality, provide excellent service, and set competitive prices in order to create customer satisfaction and loyalty.*

**Keywords:** *Product Quality, Service Quality, Price, Customer Satisfaction, Coffee Shop*