

*The Influence of Price, Service Quality, Product Quality and Location on Customer Satisfaction at Kabut Meatball Restaurant, Jember Regency*

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**ABSTRACT**

*On the current era of globalization, the business world is very fast. Business development in the culinary field is followed by increasing competition in the food stall business world. This increasingly tight competition will be a challenge for business people to attract consumers' attention not to switch to other food stall business competitors. Therefore, it is necessary to study the effect of price, service quality, product quality and location on customer satisfaction at Bakso Kabut food stalls, Jember Regency. The purpose of this study were (1) Test and analyze the effect of price, service quality, product quality and location variables on customer satisfaction simultaneously or partially at Bakso Kabut Food Stalls, Jember Regency. (2) Analyze and determine which variable has the most dominant influence on customer satisfaction at the Kabut Bakso Restaurant, Jember Regency. The analysis technique used in this study is the classical assumption, multiple linear regression, analysis of the coefficient of determination ( $R^2$ ), the  $F$  test and the  $t$  test with the help of SPSS 20.0 for windows. From the test results it can be concluded that: (1) simultaneously or collectively the conclusion is that the variable price ( $X_1$ ), service quality ( $X_2$ ), product quality ( $X_3$ ) and location ( $X_4$ ) simultaneously have a significant effect on customer satisfaction ( $Y$ ) at the Bakso Kabut food stall in Jember district. (2) Partially the price ( $X_1$ ) and product quality ( $X_3$ ) variables significantly influence customer satisfaction while the service quality ( $X_2$ ) and location ( $X_4$ ) variables have no significant effect on customer satisfaction (3) The most dominant variable influences customer satisfaction. is the price variable ( $X_1$ ).*

*Keywords: effect of price, service quality, product quality, location, customer satisfaction*