

***THE INFLUENCE OF PRODUCT QUALITY, PRICE AND LOCATION
ON CUSTOMER SATISFACTION AT CAMPUS
COFFEE CAFE IN JEMBER REGENCY***

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ABSTRACT

The rapid growth of the culinary industry demands that business stay competitive fulfilling customer needs and expectations. This study aims to analyze the influence of product quality, price, and location on customer satisfaction at the campus coffee cafe in Jember Regency. This study uses a nonprobability sampling technique with a survey method, using a questionnaire distributed to 40 customers who are at campus coffee. The data analysis tool in this study uses multiple linear regression analysis with SPSS 21 software. The results showed that product quality, price, and location simultaneously have a significant effect on customer satisfaction. However, partially, only the price variable has a significant effect on customer satisfaction, while product quality and location do not have a significant effect. The adjusted R Square value of 74.6% indicates that the three independent variables strongly explain variations in customer satisfaction. This study shows that the implementation of a competitive pricing strategy that is in line with quality is the key to maintaining and increasing customer satisfaction.

Keywords: customer satisfaction, location, price and product quality