

***THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY AND PRICING ON  
CONSUMER SATISFACTION COFFEE CAFÉ BOSS JEMBER REGENCY***

***Moch. Samsul Arifin***

***International Marketing Management Study Program***

***Business Department***

**ABSTRACT**

*This study aims to analyze the influence of product quality, service quality, and pricing variables on consumer satisfaction levels. This study was conducted at Cafe Kopi Boss located in Jember Regency. Data collection was carried out through the nonprobability sampling method, with a total of 40 respondents. The technique applied to process the data is multiple linear regression, which is processed using SPSS software version 21. The results of the analysis show that simultaneously the variables of product quality ( $X_1$ ), service quality ( $X_2$ ), and pricing ( $X_3$ ) have a significant influence on consumer satisfaction ( $Y$ ). Partially, each variable of product quality, service quality, and facilities has also been proven to have a positive and significant influence on customer satisfaction levels. Among the three independent variables, product quality ( $X_1$ ) is the most dominant factor on consumer satisfaction at Cafe Kopi Boss in Jember.*

***Keywords:*** *Product Quality, Service Quality, Pricing, and Consumer Satisfaction*