

**Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Harga Terhadap
Kepuasan Konsumen Coffee Shop Posang Kopi Kecamatan Kalisat
Kabupaten Jember**

***"The Influence of Service Quality, Product Quality, and Price on
Customer Satisfaction at Posang Kopi Coffee Shop, Kalisat District,
Jember Regency."***

Moh. Dwiki Afkar Wisam

Study Program of Agroindustrial Management

Department of Agribusiness Management

ABSTRACT

This research was conducted due to the rapid development of the food and beverage industry in Java, especially in Jember. This phenomenon is manifested through the increasing number of restaurants, cafes, and coffee shops that have sprung up in the Jember area, including the Coffee Shop Posang Kopi Jember. The purpose of this study is to analyze and test the effect of Service Quality (X1), Product Quality (X2), and Price (X3), on the level of customer satisfaction at the Coffee Shop Posang Kopi Jember. The population that is the focus of the study is all consumers who make dine-in purchases with a sample of 80 respondents. The analysis method used in this study is multiple linear regression analysis with SPSS 23.0 as a tool. The results of this study can show that independent variables including Service Quality (X1), Product Quality (X2), and Price (X3), simultaneously have a significant effect on the dependent variable, namely Consumer Satisfaction (Y) with an Fcount value of $27.753 > F_{table} 2.72$. Partially, independent variables including Service Quality (X1), Product Quality (X2), and Price (X3), have a significant effect on the dependent variable, namely Consumer Satisfaction (Y).

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