

***“The Influence of Product Quality, Service Quality,
and Price on Customer Satisfaction
at Hachi Coffee Rogojampi”***

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ABSTRACT

This study was conducted because the business world today has grown rapidly, as evidenced by the increasing number of businesses each year. One of the businesses that is currently growing is the culinary business, such as cafes. Hachi Coffee Rogojampi is one of the cafes that offers products, services, and prices to satisfy its customers. The objective of this study is to analyze and test the influence of Product Quality (X1), Service Quality (X2), and Price (X3) on customer satisfaction levels at Hachi Coffee Rogojampi. The focus of this study is on all customers who make direct purchases, with a sample size of 40 respondents. In this study, the method applied is multiple linear regression analysis conducted using SPSS. The results of this study indicate that independent variables such as Product Quality (X1), Service Quality (X2), and Price (X3) simultaneously have a significant influence on the dependent variable, namely Customer Satisfaction (Y), with an F-value of $33.418 > 2.87$ F-table value. Meanwhile, partially, the independent variables consisting of Product Quality (X1), Service Quality (X2), and Price (X3) have a significant effect on the dependent variable, namely Customer Satisfaction (Y).

Keywords: Customer Satisfaction, Product Quality, Service Quality, Price, and Coffee.