

***THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON
CUSTOMER SATISFACTION AT SOLARIA RESTAURANT IN LIPPO PLAZA JEMBER
AMONG STUDENTS OF STATE POLYTECHNIC OF JEMBER***

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ABSTRACT

This study aims to determine the effect of product quality, service quality, and price on customer satisfaction at Solaria Restaurant in Lippo Plaza Jember, specifically among students of State Polytechnic of Jember. The background of this research is based on the increasingly fierce competition in the food industry and the importance of customer satisfaction as a key to business success. This study used a quantitative approach with a survey method. Data were collected through questionnaires distributed to students of State Polytechnic of Jember as respondents. The data analysis technique used was multiple linear regression analysis, first conducting classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The results showed that product quality, service quality, and price partially had a significant effect on customer satisfaction. Furthermore, these three variables simultaneously significantly influence customer satisfaction. This indicates that the better the product and service quality and the more appropriate the price, the higher the level of customer satisfaction. This research is expected to contribute to the development of marketing management science and provide a basis for restaurant management to consider in improving service quality and business competitiveness.

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

