

**THE INFLUENCE OF SERVICE QUALITY, TASTE, AND PRICE ON
CUSTOMER SATISFACTION AT MIXUE ICE CREAM
BRANCH IN MANGLI JEMBER REGENCY**

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ABSTRACT

This research aims to identify and analyze the effects of service quality, taste, and price on customer satisfaction at the Mixue Ice Cream branch in Jember, Jember Regency. Customer satisfaction is one of the important indicators of the success of a business, especially in the highly competitive culinary field. The three independent variables examined in this study are service quality, taste, and price, while the dependent variable is customer satisfaction. The research method used is quantitative with a descriptive and associative approach. Data was collected through the distribution of questionnaires to 40 respondents who are customers of the Mixue Ice Cream branch in Jember. Data analysis was conducted using multiple linear regression with the help of SPSS software. The research results indicate that both partially and simultaneously, service quality, taste, and price have a positive and significant effect on customer satisfaction. Among the three variables, service quality has the most dominant influence on customer satisfaction. These findings suggest that improving service quality, providing consistent flavors, and setting prices that align with the product's value can significantly enhance customer satisfaction.

Keywords: *Service Quality, Taste, Price, Customer Satisfaction, Mixue, Jember.*