THE INFLUENCE OF SERVICE QUALITY, PRICE, PRODUCT QUALITY KOPI SUKA ON CUSTOMER SATISFACTION AT KATTAPA COFFEE AND EATERY IN JEMBER

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ABSTRACT

The decline in revenue at Kattapa Coffee and Eatery in Jember indicates a problem that is presumed to be related to the level of consumer satisfaction. Consumer satisfaction is an important factor in maintaining business sustainability and is influenced by several factors, including service quality, price, and product quality. This study aims to: (1) analyze and examine the simultaneous effect of service quality, price, the quality of Kopi Suka on consumer satisfaction at Kattapa Coffee and Eatery; and (2) analyze and examine the partial effect of service quality, price, and the quality of Kopi Suka on consumer satisfaction at Kattapa Coffee and Eatery. This study employed a survey method with a quantitative approach. The research sample consisted of 60 respondents who were consumers of Kopi Suka at Kattapa Coffee and Eatery in Jember. The respondents were selected using a non-probability sampling technique through incidental sampling. Data were analyzed using multiple linear regression analysis. The results show that: (1) service quality, price, the quality of Kopi Suka simultaneously have a positive and significant effect on consumer satisfaction; and (2) service quality, price, and the quality of Kopi Suka partially also have a positive and significant effect on consumer satisfaction. Among the independent variables, price has the most dominant influence on consumer satisfaction. The findings of this study are expected to serve as a reference for Kattapa Coffee and Eatery in improving service quality, maintaining product quality, and establishing prices that meet consumer expectations in order to enhance consumer satisfaction.

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