

ABSTRACT

Syahrul Sahdan (2021) this research of determine The Effect Of Product Quality, Price On Customer Satisfaction During The Covid-19 Pandemic (Study On Goat Leg Soup And Mas Pendi Cow 999 Typical Jakarta)

This research was conducted based on the COVID-19 pandemic that had an impact on culinary. The large number of 999 Typical Jakarta Goat and Beef Leg Soup in Bandung City can reflect the large number of enthusiasts for the 999 Jakarta Typical Goat and Beef Leg Soup. During the Lockdown/PPKM period the company has maintained in the face of the covid-19 pandemic since 2019. This study aims to determine the effect of product quality, price on customer satisfaction during the covid-19 pandemic (study on Goat Leg Soup and Mas Pendi Cow 999 Typical Jakarta). The research method used is descriptive and verification method, where research data is collected through a questionnaire with a sample of 93 respondents. Testing the research instrument using validity and reliability. The data analysis method used is multiple linear regression analysis, coefficient of determination, regression equation.

The results of this study indicate that there is a positive and significant influence between product quality, price on customer satisfaction simultaneously. Then, the effect of a strong correlation level and the regression coefficient between product quality, price and customer satisfaction is positive.

Keywords: Product Quality, Price, Customer Satisfaction