

## ABSTRAK

Penelitian ini dilakukan berdasarkan data penurunan laju pertumbuhan PDRB Kota Bandung pada tahun 2019 sampai dengan 2021, yang mana penyedia akomodasi dan makan minum mengalami penurunan fluktuasi yang membuat jenis usaha *Café* khususnya *Coffee House* memiliki jumlah presentase terendah. Berdasarkan transaksi *Coffee House* yang ada di Kota Bandung, usaha Aditi *Coffee House* memiliki data transaksi terendah. Penurunan jumlah transaksi Aditi *Coffee House* diakibatkan karena adanya pengaruh kualitas produk dan harga terhadap kepuasan pelanggan baik secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel 100 responden. Metode analisis data yang digunakan adalah analisis regresi liner berganda, kolerasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas produk dan harga terhadap kepuasan pelanggan. Besarnya pengaruh kualitas produk dan harga terhadap kepuasan pelanggan secara simultan sebesar 63,8% dan sisanya 36,2% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas produk terhadap kepuasan pelanggan sebesar 34,4% dan pengaruh harga terhadap kepuasan pelanggan sebesar 29,4%, sehingga dapat disimpulkan bahwa kualitas produk memberikan pengaruh paling besar terhadap kepuasan pelanggan.

**Kata Kunci: Kualitas Produk, Harga dan Kepuasan Pelanggan**

## **ABSTRACT**

*This research was conducted based on data on the decline in the GDP growth rate of Bandung City in 2019 to 2021, where accommodation and food and drink providers experienced a decrease in fluctuations which made the type of Café business, especially Coffee House, have the lowest percentage. Based on Coffee House transactions in Bandung City, Aditi Coffee House's business has the lowest transaction data. The decrease in the number of Aditi Coffee House transactions was caused by the influence of product quality and price on customer satisfaction, either simultaneously or partially. The research method used is descriptive and verification method with a sample size of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.*

*The results showed that there was a positive and significant effect between product quality and price on customer satisfaction. The magnitude of the effect of product quality and price on customer satisfaction simultaneously is 63.8% and the remaining 36.2% is influenced by other variables not examined. Partially the influence of product quality on customer satisfaction is 34.4% and the effect of price on customer satisfaction is 29.4%, so it can be concluded that product quality has the greatest influence on customer satisfaction.*

***Keywords: Product Quality, Price and Customer Satisfaction***