

ABSTRACT

This research was conducted based on data on the increase of contribution in the creative industry sub-sector of Cimahi city to the GDRP from 2021 to 2023, where the culinary creative industry is not among the top three largest contributors to GDRP and is experiencing a decline of percentage in the previous year, especially in the catering business. When compared to other businesses in the culinary industry, catering businesses experienced the greatest decline. In this case, the lowest transaction in the central cimahi area was It's Kuker Snack and Catering, due to influence of product quality and price on consumer satisfaction both simultaneously and partially. To examine the relationship between the variables to be researched, the researcher used applied theory from experts with the latest year, namely product quality according to Kotler et al. (2022), price according to Fandy Tjiptono (2019), and consumer satisfaction according to Kotler et al. (2022). The research methods used were descriptive and verificative methods with a sample size of 67 respondents. The method of data analysis used were multiple linear regression analysis, multiple correlation, and coefficient of determination. The hypothesis test used was partial and simultaneous hypothesis. Research results used showed that there is a positive and significant influence between product quality and price on consumer satisfaction. The magnitude of the influence of product quality and price on consumer satisfaction simultaneously was 90.1% and the remaining 9.9% was influenced by other variables that were not researched. Partially, the magnitude of influence of product quality on consumer satisfaction was 39.3% and the influence of price on consumer satisfaction was 50.8%, so it can be concluded that price has the greatest influence on consumer satisfaction.

Keywords: Product Quality, Price and Consumer Satisfaction