

ABSTRACT

The development of the times and the rapid flow of globalization have caused changes in lifestyle, especially in urban communities. The lifestyle in urban areas today is influenced by the busy activities of people in various sectors such as industry, education, and trade, which take up more time. This is different from rural communities who have more leisure time, shorter travel distances, and closer relationships with relatives and family because many still live in the same house or nearby, so the social interactions in rural communities are relatively better compared to those in urban areas.

This rapid increase has led business owners to look toward coffee shops, one of which is Warduy Cikampek (Warung Kopi Mang Iduy). The purpose of this research is to identify and analyze the extent to which Product Quality affects Customer Satisfaction at Warduy Cikampek, the extent to which Price affects Customer Satisfaction at Warduy Cikampek, and the extent to which Product Quality and Price together affect Customer Satisfaction at Warduy Cikampek. The research method used is descriptive and verificative with a sample size of 100 Unara Coffee consumers. The data analysis employed multiple linear regression analysis, multiple correlation, and hypothesis testing.

The research results show that there is a positive and significant influence between Product Quality and Price on Customer Satisfaction simultaneously of 44.4%, while the remaining is influenced by other variables not studied. Partially, the influence of Product Quality on Customer Satisfaction is 5.8%, and the influence of Price on Customer Satisfaction is 38.6%.

Keywords: Product Quality, Price, and Customer Satisfaction