

ABSTRACT

The competition in the coffee shop industry in Tasikmalaya City is increasingly intense, requiring business owners to improve customer satisfaction through service quality and appropriate pricing strategies. This study aims to determine the effect of service quality and price on customer satisfaction at 48 Island Café Tasikmalaya, both simultaneously and partially.

The research method used is descriptive and verificative with a quantitative approach. Data were collected through questionnaires distributed to customers of 48 Island Café Tasikmalaya and analyzed using multiple linear regression analysis, coefficient of determination, and hypothesis testing.

The results show that service quality and price simultaneously and partially have a significant effect on customer satisfaction. Therefore, improving service quality and setting prices that are consistent with the benefits perceived by customers should be continuously implemented to enhance customer satisfaction and the café's competitiveness.

Keywords: Service Quality, Price, Customer Satisfaction.