

ABSTRACT

Currently the culinary business has a fairly high development. Along with the times, culinary is not only limited to a product that we can consume, but has become a way of life for the people. Indonesia has many cities that are famous for their culinary delights, one of which is the city of Bandung. One of the cafes in the city of Bandung that caught the writer's attention is the Kafe Roemah Kentang 1908 Bandung. This research was conducted with the aim of knowing how much influence product quality and price have on customer satisfaction at Kafe Roemah Kentang 1908 Bandung. The population used in this research is Kafe Roemah Kentang 1908 Bandung consumers whose number is not known with certainty. This study used a quantitative method with 100 respondents who participated in filling out questionnaires through online media selected through purposive sampling or non probability sampling. This study has gone through a series of tests which include validity, reliability, multiple linear regression, classic assumption test, hypothesis testing and the coefficient of determination (R²) which reveals a positive and significant effect either partially or simultaneously between the three variables. Based on the results of the calculation of the Coefficient of Determination, a value of 79.7% is obtained. This means that the effect of product quality and price (independent) on customer satisfaction (dependent) is 79.7% while the remaining 20.4% is influenced by other factors.

Keywords: Product Quality, Price, Customer Satisfaction