

ABSTRACT

This research aims to analyze the influence of product quality, price, and service quality on consumer satisfaction with refillable perfume products. The background of this research is the increasing competition in the refillable perfume industry. Stores that provide high-quality products with competitive prices and satisfactory service are expected to increase consumer satisfaction and loyalty. This research is important to understand the most influential factors in creating consumer satisfaction.

The research method used is a survey with a quantitative approach. The sampling technique used the Cochran method, which resulted in a sample of 96 respondents from the consumer population of Zanzibar Parfume Bandung. Data collection was carried out through questionnaires distributed to consumers who had made purchases at the store. The data obtained were analyzed using multiple linear regression to test the research hypothesis. The hypotheses proposed were: (1) Product quality has a significant positive effect on consumer satisfaction, (2) Price has a significant positive effect on consumer satisfaction, and (3) Service quality has a significant positive effect on consumer satisfaction. The results of the analysis show that the three independent variables, namely product quality, price, and service quality, significantly influence consumer satisfaction. These findings indicate that to increase consumer satisfaction, Zanzibar Parfume Bandung must focus on improving product quality, setting competitive prices, and improving service quality. Consumers are essentially satisfied with the products they consume. The fragrant and long-lasting aroma of refillable perfume and good quality will make consumers feel satisfied and will come back to buy.

Keywords: *Price, Consumer Satisfaction, Service Quality, Product Quality*