

***THE EFFECT OF PRICE, SALES PROMOTION, AND PRODUCT
QUALITY ON CONSUMER SATISFACTION AT KAIZEN COFFEE
MATRAMAN***

ABSTRACT

The purpose of this study was to analyze the effect of price, sales promotion, and product quality on Kaizen Coffee Matraman customer satisfaction.

The analytical method in this study using quantitative. The research sample used was 100 respondents, namely consumers of Kaizen Coffee Matraman. The testing tool used is SPSS v.25. Methods of data collection using a questionnaire were analyzed using validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T-test, F test, and the coefficient of determination.

The results of this study indicate that partially the price, sales promotion, and product quality variables affect consumer satisfaction at Kaizen Coffee Matraman. Simultaneously all Independent variables (Price, Sales Promotion, and Product Quality) affect Kaizen Coffee Matraman customer satisfaction.

*Keywords: Price, Sales Promotion, Product Quality, Consumer Satisfaction
(xiii + 72 + annexes)
Bibliography (2011 – 2021).*