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## **THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION CHATIME FOOD MARKET SUNTER**

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### **ABSTRACT**

The purpose of this study was to analyze the effect of product quality and price on consumer satisfaction of Chatime Food Market Sunter.

The analysis method in this study uses qualitative primary data, the test stages carried out are: validity, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, coefficient of determination, f-test and t-test. the data used in this study using a questionnaire, and valid data collected as many as 100 respondents. The sampling method in this study is non-probability sampling with accidental sampling technique. The testing tool used is SPSS.

The results showed that the variables of Product Quality and Price had a positive and significant effect on Consumer Satisfaction at Chatime Food Market Sunter,

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

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**Bibliography** (2000-2019)