THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION IN MIXUE PRODUCTS
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ABSTRACT

At this time Mixue is one of the things that is trending and much enjoyed by all people, especially small children. This study aims to determine and analyze the effect of Product Quality, Service Quality, and Price on Mixue customer satisfaction and the most dominant variable influencing Mixue customer satisfaction.

This research method uses primary data types with a quantitative approach and the test phases carried out are Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis Test, Hypothesis Test including T Test (Partial) and F Test (Simultaneous or Together) and Test the Coefficient of Determination (R Square). The data used in this study used a questionnaire instrument in the form of a Google Form and valid data were collected by 100 respondents. The testing tool used is SPSS version 29.

The results of this study indicate that the variables Product Quality, Service Quality, Price, Customer Satisfaction either partially or simultaneously or together have a significant effect on Mixue customer satisfaction in Tangerang City, and the variable that has the most dominant influence on Mixue customer satisfaction is the Service Quality variable.

Keywords: Product Quality, Service Quality, and Price on Customer Satisfaction.

Bibliography: (2016-2022)