

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN DAN HARGA  
TERHADAP KEPUASAN KONSUMEN PADA CAFÉ GREENWHEELS  
COFFEE IDN CIBINONG BOGOR**

***EFFECT OF PRODUCT QUALITY, SERVICE QUALITY AND PRICE ON  
CUSTOMER SATISFACTION AT CAFÉ GREENWHEELS COFFEE IDN  
CIBINONG BOGOR***

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui tanggapan konsumen dan menganalisis pengaruh kualitas produk, kualitas pelayanan, harga dan kepuasan konsumen. Penelitian dilakukan di Café GreenWheels Coffee Idn Cibinong Bogor pada tahun 2022. Jenis penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif dan 100 konsumen digunakan sebagai sampel menggunakan *non probability sampling* dengan *Incidental sampling*. Metode pengujian data menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Analisis regresi linear berganda digunakan sebagai metode analisis data dalam penelitian.

Hasil penelitian diperoleh kesimpulan bahwa penilaian konsumen terhadap kepuasan konsumen termasuk kategori puas, penilaian konsumen terhadap kualitas produk dan kualitas pelayanan termasuk kategori baik, dan penilaian konsumen terhadap harga termasuk kategori sesuai; terdapat pengaruh positif dan signifikan kualitas produk, kualitas pelayanan, dan harga secara parsial maupun simultan terhadap kepuasan konsumen.

**Kata kunci: Kualitas Produk, Kualitas Pelayanan, Harga, Kepuasan Konsumen**

**ABSTRACT**

*The purpose of this study to determine consumer responses and analyze the influence of product quality, service quality, price and consumer satisfaction. The research was conducted at Café GreenWheels Coffee Idn Cibinong Bogor in 2022. This type of research used descriptive and verification methods with a quantitative approach and 100 consumers were used as samples using non-probability sampling with incidental sampling. Data testing method using validity test, reliability test, and classical assumption test. Multiple linear regression analysis is used as a method of data analysis in research.*

*The results of the study concluded that consumer ratings of consumer satisfaction are in the satisfied category, consumer ratings of product quality and service quality are in the good category, and consumer ratings of prices are in the appropriate category; there is a positive and significant influence of product quality, service quality, and price partially or simultaneously on customer satisfaction.*

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