

ABSTRACT

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MARKETING MANAGEMENT / EFFECT OF PRODUCT QUALITY AND
PRICE CASE STUDY OF CONSUMER SATISFACTION AT BASUO
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Customer satisfaction with the company cannot be separated from the type of product quality produced and the prices provided by the company itself. Apart from product quality, high prices will cause dissatisfaction among customers, not only the customers who eat at the restaurant but also have an impact on other people. This research aims to see the influence of product quality and price on consumer satisfaction at Basuo restaurants simultaneously and partially.

This research used 100 respondents with analysis techniques using multiple linear regression and hypothesis testing using the f test and t test. The type of data used in this research is quantitative descriptive. Regression aims to test the relationship between the influence of one variable on other variables. The variable that influences is called the dependent variable, while the variable that influences is called the independent variable.

The object of this research is a Basuo restaurant. Basuo Restaurant is a type of restaurant that provides several food menus and various drinks. This restaurant was founded by Mr Syafrial in 1997, this restaurant is located on Jalan Kapt. A. Bakaruddin, Simpang III Sipin, Kota Baru District, precisely next to Jamtos (Jambi Town Square), with a workforce of only 7 people, the menu provided is also varied.

From the results of data processing it is known that product quality and price simultaneously have a positive and significant effect on consumer satisfaction with a calculated f value of $59.174 > f_{table} 3.09$. partially, product quality and price influence consumer satisfaction, where the calculated t value of product quality is $20.726 > t_{table}$ value of 1.98498, meaning that quality has a positive and significant influence on satisfaction. Meanwhile, the price variable has a tcount of $7.520 > t_{table}$ value of 1.98498, meaning that price has a positive and significant effect on satisfaction.

It can be concluded that the Basuo restaurant provides good quality products and prices to consumers, and consumers are also satisfied with the quality of the products and prices provided. Apart from that, there is a positive and significant influence between product quality and price on consumer satisfaction of 99.20% and the remaining 0.80% is influenced by other variables outside the research model.