

ABSTRACT

This study aims to analyze the influence of price, product quality, and service quality on customer satisfaction at the culinary business Miesiko in Lhokseumawe City. Facing intense competition in the culinary business sector, companies need to understand the factors that affect customer satisfaction as a key to business success and sustainability. This research used a quantitative approach by collecting primary data through questionnaires distributed to 60 Miesiko customers. Data analysis was conducted using multiple linear regression to test the simultaneous and partial effects of independent variables on the dependent variable, which is customer satisfaction.

The results indicate that price, product quality, and service quality together have a significant effect on customer satisfaction, with a coefficient of determination of 73.1%. However, individually only service quality has a significant effect on customer satisfaction, while price and product quality do not show statistically significant effects. This suggests that improving service quality is the primary factor that can enhance customer satisfaction in this culinary business. These findings have important implications for business practitioners to focus more on enhancing customer service to maintain and increase customer loyalty.

This study is expected to serve as a reference for culinary entrepreneurs, particularly in designing effective marketing strategies emphasizing service quality as the key determinant of customer satisfaction.

Keywords: Price, Customer Satisfaction, Service Quality, Product Quality