

ABSTRACT

The growth of the culinary business in Tebing Tinggi City is growing as evidenced by the increasing number of cafes with various concepts. So that the level of competition is also getting higher, one of which is the Kopi Massa Kok Tong Lim Ming Tebing Tinggi cafe. The problem occurred, namely a drastic decline in sales in 2018, this became a reference for cafe owners to be able to increase sales by improving the level of consumer satisfaction, one of the factors is pricing. This study aims to determine and analyze the effect of price on customer satisfaction at Cafe Kopi Massa Kok Tong Lim Ming Tebing Tinggi.

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was done by non-probability sampling technique used was simple random sampling, the number of respondents was 100 consumer respondents from Café Kopi Massa Kok Tong Lim Ming located in Tebing Tinggi. The data analysis technique used is descriptive analysis and simple linear regression analysis.

The results based on descriptive analysis for the price variable are in a fairly good category with an average percentage value of 67.22%, the customer satisfaction variable is in a good category with an average percentage value of 68.17%, and there is a positive influence and significant between price and customer satisfaction of 74.3% and the rest is influenced by other factors not examined.

Keywords: Price, Customer Satisfaction.