

ABSTRACT

Innovations in the culinary world have grown rapidly in recent years, including innovation in the type of satay. Sate Taichan Seuhah is a micro, small and medium enterprise (UMKM) in the culinary field that innovates in making various types of satay without using peanut sauce or soy sauce like satay in general but using spicy chili sauce. In maintaining the existence of a business, it takes an understanding of the needs, demands, and desires of customers to be able to design marketing strategies to create satisfaction for customers. Therefore, this study aims to determine whether there is an effect either simultaneously or partially from the quality of service and the price offered by Resto Sate Taichan Seuhah on customer satisfaction. Sampling in this study was done by using non-probability sampling method type purposive sampling, with the number of respondents as many as 100 people. This study uses quantitative methods with data analysis techniques using descriptive analysis and multiple linear regression analysis. It can be concluded from the results of data processing using SPSS version 25 that the quality of service and price partially and simultaneously has a positive and significant effect on customer satisfaction at Resto Sate Taichan Seuhah Bandung. The magnitude of the influence of service quality and price together is 62.1% on customer satisfaction, and the remaining 37.9% is influenced by other factors not examined in this study. The highest level of influence is price, followed by the service quality variable.

Keywords: *Service Quality, Price, and Customer Satisfaction.*