

ABSTRACT

This research is motivated by the growth of business in Indonesia, especially in the culinary field which is growing rapidly and competing fiercely. Culinary is one of the fastest growing businesses in the city of Bandung. One of the popular culinary businesses in Bandung is Mie Gacoan. The purpose of this study was to determine the effect of price, product quality and service quality on customer satisfaction of Mie Gacoan in Bandung.

Based on the type of research, this research is included in causality or cause-effect research. The sampling method used is probability sampling technique and the number of samples in this study were 100 respondents to customers who live in the city of Bandung and have purchased Mie Gacoan products more than twice. Then, for data analysis used descriptive analysis and multiple linear analysis, classical assumption test, instrument test (validity and reliability), hypothesis testing using t test and coefficient of determination using SPSS version 25.0 program.

The results of the partial study of each price and service quality variable have a positive and significant effect on customer satisfaction, while product quality has a positive but not significant effect on customer satisfaction. The value of Adjusted R Square is 0.403, the dependent variable can be explained by the independent variables, namely price, product quality and service quality by 40.3% while the remaining 59.7% is explained by other variables not included in this study.

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