

ABSTRACT

The rise of business in the culinary field has resulted in increasingly fierce competition for similar products that have emerged, thus causing the bargaining power of customers to be even greater. The research was conducted with the aim of assessing and analyzing the effect of product quality, price, location, promotion, and distribution on consumer satisfaction of Amanda Brownies in Palimanan. The type of research used is descriptive and causal with a quantitative approach. Sampling using purposive sampling as many as 100 respondents. Data analysis was carried out by classical assumption test, multiple linear regression test, and hypothesis testing. The results showed that product quality, price, location, promotion, and distribution simultaneously affected Amanda Brownies consumer satisfaction in Palimanan as evidenced by the calculated F value of 24.344 with a significant F of 0.000, and partially positive and significant effect on consumer satisfaction. as evidenced by the t-count value of 2.820 and a significance level of 0.006, and the coefficient of determination shows that 56.4% of consumer satisfaction is influenced by product, price, location, promotion and distribution. While the remaining 43.6% is influenced by other variables not examined in this study such as service quality, customer trust and consumer loyalty.

Keywords : *marketing strategy, customer satisfaction.*