

ABSTRAK

Penelitian ini bertujuan dalam menguji pengaruh harga, kualitas layanan, dan kualitas produk terhadap kepuasan pelanggan pada café Tarantula Barak di Surabaya.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat kausal komparatif dengan menggunakan pendekatan kuantitatif. Populasi yang digunakan dalam penelitian ini yaitu pelanggan yang telah berkunjung di café Tarantula Barak Surabaya. Sampel penelitian yang digunakan sebanyak 100 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *non probability sampling*. Metode analisis data dengan menggunakan analisis regresi linier berganda yang perhitungannya dibantu dengan aplikasi SPSS (*Statistical Product and Service Solution*) versi 23.

Hasil penelitian menunjukkan bahwa variabel harga, kualitas layanan, dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada café Tarantula Barak di Surabaya.

Kata kunci: harga, kualitas layanan, kualitas produk, dan kepuasan pelanggan.

ABSTRACT

This research aimed to examine the effect of price, service quality, and product quality on the customer's satisfaction at Tarantula Barak café, Surabaya.

The research was causal-comparative with a quantitative approach.

Moreover, the population was customers who had visited Tarantula Barak café, Surabaya. The data collection technique used non-probability sampling. In line with that, there were 100 respondents as the sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 23.

The result concluded that price had a significantly positive effect on the customers' satisfaction at Tarantula Barak café, Surabaya. Likewise, service quality had a significantly positive effect on the customers' satisfaction at Tarantula Barak café, Surabaya. Similarly, product quality had a significantly positive effect on the customers's satisfaction at Tarantula Barak café, Surabaya.

Keywords: *Price, Service Quality, Product Quality, Customers's Satisfaction*

