# **ABSTRACT**

*Muhammad Taufik Iqbal / 28150509 /2019 / The Effect of Product Quality and Price on Costumers Satisfaction in Excelso at Summarecon Mall Bekasi / Dr.Drs. Tony Sitinjak, M.M.*

*In the current era of globalization, technological developments have influenced the mindset, behavior and culture in society. In addition, with the development of technology, the business world is growing rapidly. At present the competition in the domestic and international markets can be called very competitive. This can occur because many business competitors are engaged in similar products or services. One of them is that currently there are a lot of companies that offer coffee products, considering that currently enjoying a cup of coffee has now become part of the lifestyle of urban communities in the past decade. The growing number of coffee companies is increasingly causing more and more intense competition among coffee companies in Indonesia. The existing coffee companies must be routine in providing the best quality products and prices to consumers, as well as increasing customer satisfaction. Customer satisfaction is an important factor for increasing profits and fostering good relations between companies and consumers. The question is, how does product quality and price influence customer satisfaction in Excelso at Summarecon Mall Bekasi.*

*The variables in this study are divided into two types, independent variables and dependent variables. The independent variable in this study is product quality and price while the dependent variable in this study is customer satisfaction*

*The object of this research is Excelso Summarecn Mall Bekasi. Data collection techniques used were communication techniques using questionnaire instruments that were distributed to 110 respondents, namely individuals who had consumed Excelso. The author uses Google Docs, where respondents can fill out questionnaires online via the internet. Measuring instruments used in this research are validity test, reliability test, descriptive analysis, classic assumption test, and multiple linear regression analysis test. The tool used to analyze data is SPSS 20.*

*The results showed that there was a positive and significant effect between product quality on customer satisfaction and price on customer satisfaction Excelso at Summarecon Mall Bekasi.*

*The conclusion of this study is the product quality and price variables have a positive and significant effect on customer satisfaction Excelso Summarecon Mall Bekasi*

***Keyword : product quality, price, customer satisfaction.***