

## **ABSTRACT**

### **INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, PRICE, PUBLIC POLICY ON CUSTOMER SATISFACTION (Case Study at Kopi Nako, Tasikmalaya City)**

**By**

**Muchammad Firdaus Rusmana  
213401503**

**Supervisory Committee:**

**Main supervisor : Iis Surgawati**

**Second supervisor : Risna Amalia Hamzah**

*This study aims to determine the effect of service quality, product quality, price, and public policy on customer satisfaction of Nako coffee customers in Tasikmalaya City. The population in this study were Nako coffee customers. Sampling using the Incidental Sampling technique. The number of samples in this study was 100 respondents. The results of the study showed that service quality, price had a significant negative effect on customer satisfaction. The results of the study showed that product quality and public policy had a significant positive effect on customer satisfaction. Together, service quality, product quality, price, and public policy have a significant influence on customer satisfaction.*

*Keywords: service quality, product quality, price, public policy customer satisfaction*

**ABSTRAK**  
**PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK,**  
**HARGA DAN KEBIJAKAN PUBLIK TERHADAP KEPUASAN**  
**PELANGGAN**  
**(Studi Kasus di Kopi Nako Kota Tasikmalaya)**

**Oleh:**  
**Muchammad Firdaus Rusmana**  
**213401503**

**Pembimbing:**  
**Pembimbing I : Iis Surgawati**  
**Pembimbing II : Risna Amalia Hamzah**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, kualitas produk, harga, dan kebijakan publik terhadap kepuasan pelanggan pada pelanggan kopi Nako Kota Tasikmalaya. Populasi dalam penelitian ini adalah pelanggan kopi Nako. Pengambilan sampel menggunakan teknik *Incedental Sampling*. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Hasil penelitian menunjukkan bahwa kualitas layanan dan harga berpengaruh negatif signifikan terhadap kepuasan pelanggan. Hasil penelitian menunjukkan bahwa kualitas produk dan kebijakan publik berpengaruh positif signifikan terhadap kepuasan pelanggan. Adapun secara Bersama-sama kualitas layanan, kualitas produk, harga dan kebijakan publik berpengaruh signifikan terhadap kepuasan pelanggan.

**Kata kunci :** kualitas layanan, kualitas produk, harga, kebijakan publik kepuasan pelanggan