

**ZAHRA HABIBA.** 2025. *The Effect of Product Quality, Service Quality, and Price on Consumer Satisfaction at Yamien 69 Kledokan Yogyakarta Branch.* Supervised by Nanik Dara Senjawati.

### ***ABSTRACT***

*This study aims to: 1) identify the characteristics of customers of Yamien 69 Kledokan Branch, 2) analyze the level of customer satisfaction at Yamien 69 Kledokan Branch, and 3) analyze the effect of product quality, service quality, and price on customer satisfaction at Yamien 69 Kledokan Branch. The method used in this research is a quantitative approach with a survey research type. The location selection method is purposive sampling. The sampling method is non-probability sampling with a purposive sampling approach, involving 40 respondents. The types of data used are primary and secondary data. Data collection methods include interviews, questionnaires, observations, and documentation. This study uses descriptive analysis techniques, customer satisfaction index (csi), and multiple linear regression. The results of the study show that 1) the characteristics of the customers of Yamien 69 Kledokan Branch are dominated by females, aged 18-25 years, with the last education of university, and working as students or university students who have made purchases more than twice, 2) customer satisfaction at Yamien 69 Kledokan Branch is at a very satisfied level, based on Customer Satisfaction Index (CSI) analysis at 81,9%, 3) product quality, service quality, and price affect customer satisfaction at Yamien 69 Kledokan Branch.*

**Keywords:** *Consumer satisfaction, price, product quality, service quality*