

Barliansyah Zufa Desamba. 2025. *Analysis of the Influence of Product Quality, Service Quality, Price, and Location on Consumer Satisfaction at MamYam Restaurant, Yogyakarta Branch.* Under the supervision of **Wulandari Dwi Etika Rini.**

ABSTRACT

This study aims (1) to describe product quality, service quality, price, location, and consumer satisfaction at Mamyam Restaurant in Depok District, Sleman Regency; and (2) to analyze the influence of product quality, service quality, price, and location on consumer satisfaction. A quantitative approach with a case study method was employed. Data were collected through questionnaires distributed to 57 respondents using an incidental sampling technique. The data were analyzed using descriptive statistics and multiple linear regression. The results show that product quality, service quality and price were rated as strongly agree, while location and customer satisfaction was considered agree. Simultaneously, all four variables significantly influenced consumer satisfaction. However, partially, only product quality and price had significant effects, whereas service quality and location did not. These findings indicate that consumers prioritize taste and affordability when assessing their satisfaction.

Keywords: *Product Quality, Service Quality, Price, Location, Consumer Satisfaction*