

**TIKA PERWITA SARI.** 2025. *Factors Influencing Consumer Satisfaction at Iga Bajog Restaurant, Depok Subdistrict, Sleman Regency.* Supervised by Indah Widowati.

#### **ABSTRACT**

*This research aims to: 1) Knowing the characteristics of consumers at Iga Bajog Restaurant, Kapanewon Depok, Sleman Regency, (2) Analyzing the influence of price, service quality, and product quality on consumer satisfaction at the Iga Bajog Restaurant, Depok Subdistrict, Sleman Regency. This research uses a quantitative descriptive approach with survey research type. Determining the location used a purposive method and respondent method used insidental sampling. Data collection method used questionnaires, interviews, observation, and documentation. The analysis technique used is descriptive analysis and multiple linear regression analysis. The research results show that the majority of consumers at Iga Bajog Restaurant are aged 19-24 years, live outside DIY area, work as private employees, have an income of IDR 1,500,001 – IDR 2,500,000, and obtain information about Iga Bajog Restaurant from social media. The research results also show that price, service quality and product quality influence consumer satisfaction at Iga Bajog Restaurant, Depok, Sleman Regency.*

**Keyword:** Price, Service Quality, Product Quality, Customer Satisfaction