

Mahfudza Dwi Aulia. 2026. *The Influence of Product Quality, Price, and Service Quality on Consumer Satisfaction in the Purchase of Coffee Beverages at Street Coffee Sod2coffee Gemawang Sleman. Under the supervision of Budiarto.*

ABSTRACT

The street coffee business in Yogyakarta is growing rapidly in line with the public's increasing interest in coffee consumption. Intensifying business competition requires business owners to focus on product quality, pricing, and service quality to ensure customer satisfaction. This study aims to 1) analyze the influence of product quality on consumer satisfaction regarding coffee purchases at Sod2coffee street coffee shop; 2) analyze the influence of price on consumer satisfaction regarding coffee purchases at Sod2coffee street coffee shop; and 3) analyze the influence of service quality on consumer satisfaction regarding coffee purchases at Sod2coffee street coffee shop. The research approach and type are quantitative descriptive; the location selection method uses purposive sampling; the sampling method uses non-probability sampling; the data types are primary and secondary data; data collection methods include questionnaires, Google Forms, interviews, observations, and documentation; and data analysis uses multiple linear regression. The results of the study indicate that the variables of product quality, price, and service quality have a significant effect on customer satisfaction at Street Coffee Sod2coffee.

Keywords: *price, customer satisfaction, service quality, product quality.*

Mahfudza Dwi Aulia. 2026. Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dalam Pembelian Minuman Kopi di *Street Coffee Sod2coffee* Gemawang Sleman. Dibawah arahan Budiarto.

ABSTRAK

Perkembangan usaha *street coffee* di Yogyakarta semakin meningkat seiring dengan tingginya minat masyarakat terhadap konsumsi kopi. Persaingan usaha yang semakin ketat menuntut pelaku usaha untuk memperhatikan kualitas produk, harga, dan kualitas pelayanan guna menciptakan kepuasan konsumen. Penelitian ini bertujuan untuk 1) menganalisis pengaruh kualitas produk terhadap kepuasan konsumen dalam pembelian minuman kopi di *street coffee sod2coffee* 2) menganalisis harga terhadap kepuasan konsumen dalam pembelian minuman kopi di *street coffee sod2coffee* 3) menganalisis kualitas pelayanan terhadap kepuasan konsumen dalam pembelian minuman kopi di *Street Coffee Sod2coffee*. Pendekatan dan jenis penelitian deskriptif kuantitatif, metode penentuan Lokasi menggunakan *purposive*, metode pengambilan sampel menggunakan *non probability sampling*, jenis data yaitu data primer dan data sekunder, metode pengambilan data menggunakan kuisioner, *google form*, wawancara, observasi, dan dokumentasi, data dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa Variabel kualitas produk, harga dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen si *street coffee sod2coffee*.

Kata kunci: harga, kepuasan konsumen, kualitas pelayanan, kualitas produk.