

This study aims to (1) identify product quality, service quality, price and customer satisfaction in Bakeries "Jasmine Cakery", (2) analyze the level of customer satisfaction with product quality, service quality and price in the Bakery "Jasmine Cakery". The basic method used in this research is descriptive method. Implementation methods using survey methods, The method of determining the location of the study by purposive sampling method and sampling methods using non random sampling method. Kind of data is primary data and secondary data. Sources of data obtained from the Bakery "Jasmine Cakery", consumer Bakeries "Jasmine Cakery", the study of literature. Data collection techniques by way of observation, interviews, and record keeping. Data collection techniques by way of observation, interviews, and record keeping. To analyze the level of customer satisfaction with product quality, service quality and price in the Bakery "Jasmine Cakery" used Importance - Performance Analysis (IPA) and the Analysis of Consumer Satisfaction Index (Customer Satisfaction Index). Based on the results of data analysis, we conclude Interest Rate > Rate Performance, Customer Satisfaction Index of 69.60 and is on CSI interval 0.66 to 0.80, then it can be stated level of customer satisfaction in the Bakery "Jasmine Cakery" in the category of content, by testing one sample t test obtained significant value of 0.000, then the stated level of customer satisfaction with product quality, service quality and price of the criteria are satisfied, and based on the cartesian diagram concluded that there are some factors of product quality, service quality and price is considered very important by customers, but the implementation is still not satisfactory, but there are also factors that implementation is considered excessive and does not really matter to customers.

Keyword : Consumer Satisfaction, Quality Products, Quality Service, Price