

## ABSTRACT

Name : Natalia Macyana  
Study Program : Hotel Business Program  
Title : THE EFFECT OF PRODUCT QUALITY AND PRICE ON  
THE SATISFACTION OF CONSUMERS OF LA  
BOUTIQUE GOURMANDE AT LE MERIDIEN HOTEL  
JAKARTA

**Keyword: Product Quality, Price, Consumers' Satisfaction**

*This study aims to find out the effects of the product quality and price on the satisfaction of consumers at La Boutique Gourmande of Le meridien Hotel Jakarta.*

*This was a descriptive study using the quantitative approach. The research population comprised to the consumers at La Boutique Gourmande. The sample was selected by means of the random sampling technique and it consisted of 63 consumers. The data were collected by a questionnaire. The data analysis techniques were descriptive analysis and multiple linear regression.*

*The results of the study show that: (1) there is a negative effect of the product quality on the satisfaction of consumers at La Boutique Gourmande, This can be indicated by the Spearman Rank correlation table of -0.011 (2) There is a positive influence between product prices on consumer satisfaction La Boutique Gourmande at Le Meridien Hotel Jakarta. This can be shown by the Spearman Rank correlation table of 0.183 (3) There are negative and positive effects of product quality variables and product prices on consumer satisfaction at La Boutique Gourmande. This is indicated by the results of multiple linear regression testing showing that the coefficient of determination ( $R^2$ ) is 0.016 or 1.6% the results of the coefficient of determination indicate the small contribution of product quality and product prices to customer satisfaction. With the meaning of product quality and product prices affect 1.6% of customer satisfaction while the remaining 98.4% is influenced by other variables not examined in this study*