

## **ABSTRACT**

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Study Program : Entrepreneurship  
Title : The Effect of Quality and Price Towards Customer Satisfaction on Beans Kopi 88 Product

The aim of this study was to estimate how much the Coffee Beans 88 product's price and quality would influence consumer satisfaction. To determine if there is or is not an impact between the research variable and the object, the authors of this study will conduct a discussion of the dimensions of the research variables. This study's methodology, which is quantitative, will be handled using the SPSS programme. A non-probability sample strategy was utilised to collect the data, which was done by sending questionnaires to 110 samples. Research results are the product's quality and pricing can positively have a big impact on how satisfied customers are. And this research inform Beans Kopi 88 about the importance of paying attention to the pricing and quality of the goods it sells, especially to the quality because from the results quality get the high score more than price or cost. And the writer recommends to the next research to add more research variables.

Keywords: Customer satisfaction, product quality, and cost.