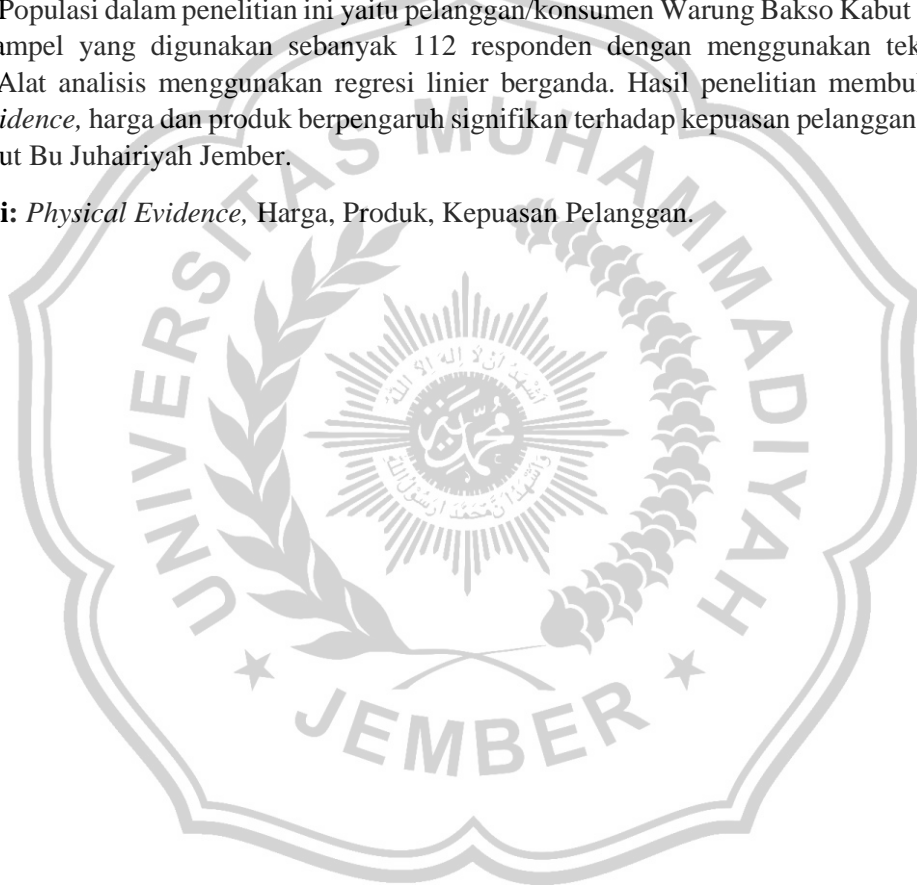


ABSTRAK

Perekonomian di Indonesia sangat memprihatinkan sejak adanya pandemi Covid-19. Dampak covid juga membuat banyak masyarakat yang kehilangan pekerjaan dan beberapa perusahaan yang bangkrut kemudian gulung tikar. Persaingan yang semakin ketat ini menuntut para pelaku bisnis untuk mampu memaksimalkan kinerja perusahaannya agar dapat bersaing di pasar. Salah satu bisnis yang berkembang cukup pesat adalah bisnis kuliner. bisnis kuliner adalah adalah salah satu bisnis yang banyak diminati oleh masyarakat, karena selain menghasilkan pendapatan yang tinggi, makanan juga menjadi sumber kebutuhan pokok bagi setiap orang. Salah satu kuliner yang paing diminati masyarakat yaitu bakso. Penelitian ini akan meneliti objek Warung Bakso Kabut Bu Juhairiyah Jember. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *physical evidence*, harga dan produk terhadap kepuasan pelanggan pada Warung Bakso Kabut Bu Juhairiyah Jember. Jenis penelitian ini adalah penelitian kausalitas. Populasi dalam penelitian ini yaitu pelanggan/konsumen Warung Bakso Kabut Bu Juhairiyah Jember. Sampel yang digunakan sebanyak 112 responden dengan menggunakan teknik *puposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa *physical evidence*, harga dan produk berpengaruh signifikan terhadap kepuasan pelanggan pada Warung Bakso Kabut Bu Juhairiyah Jember.

Kata kunci: *Physical Evidence*, Harga, Produk, Kepuasan Pelanggan.



ABSTRACT

The economy in Indonesia has been very concerning since the Covid-19 pandemic. The impact of covid has also made many people lose their jobs and several companies that went bankrupt then went out of business. This increasingly fierce competition requires business people to be able to maximize the performance of their companies in order to compete in the market. One of the businesses that is growing quite rapidly is the culinary business. The culinary business is one of the businesses that is in great demand by the public, because in addition to generating high income, food is also a source of basic needs for everyone. One of the culinary delights of the community is meatballs. This research will examine the object of Bu Juhairiyah Jember's Fog Meatball Warung. The purpose of this study was to determine and analyze the effect of physical evidence, price and product on customer satisfaction at Warung Bakso Kabut Bu Juhairiyah Jember. This type of research is causality research. The population in this study were the customers/consumers of Bu Juhairiyah Jember's Bakso Kabut Warung. The sample used was 112 respondents using a purposive sampling technique. The analysis tool uses multiple linear regression. The results of the study prove that physical evidence, price and product have a significant effect on customer satisfaction at Bu Juhairiyah Jember's Bakso Kabut Warung.

Keywords: *Physical Evidence, Price, Product, Customer Satisfaction*

