

**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, PRICE AND  
CAFE ATMOSPHERE ON CUSTOMER SATISFACTION  
(Study on Consumers in the Jombang Coffee Epidemi)**

**ABSTRACT**

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The purpose of this study was to explain the effect of the variables of Service Quality (X1), Price (X2) and Café Atmosphere (X3) on Consumer Satisfaction (Y) in the Epidemi Coffee Jombang. Data collection was carried out by means of questionnaires and documentation. The population used is the consumer of the Epidemi Coffee, totaling 100 respondents. The sample was drawn using an accidental *sampling technique*. The data testing technique used in this study uses multiple linear regression analysis, with the help of the SPSS version 20 application for Windows. The results of the analysis show that: 1) Service quality is able to increase consumer satisfaction of the Epidemi Coffee Jombang, 2) Prices are able to increase consumer satisfaction of the Epidemi Coffee Jombang, 3) Cafe atmosphere contributes little to increase consumer satisfaction of the Epidemi Coffee Jombang. To increase scientific knowledge, further researchers are expected to be able to add other variables such as *relationship marketing*, products, and food quality that can affect consumer satisfaction.

***Keywords: Service Quality, Price, Cafe Atmosphere, and Consumer Satisfaction.***