

## Assessing the Influence of Price Perception, Product Quality, and Service Quality on Starbucks Customer Satisfaction in Surabaya

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### Abstract:

This study investigates the impact of price perception, product quality, and service quality on customer satisfaction at Starbucks in Surabaya. Amid Indonesia's expanding coffee shop culture, understanding factors that drive satisfaction is crucial for sustaining competitive advantage. Utilizing a quantitative approach, data were collected from 113 Starbucks customers at a prominent Surabaya location through purposive sampling. Multiple linear regression analysis revealed that price perception and product quality significantly enhance customer satisfaction, while service quality showed no notable effect. These findings underscore the importance of aligning product attributes with customer expectations and setting prices perceived as fair to foster loyalty in an increasingly competitive landscape. Future research could expand these insights by exploring additional satisfaction drivers and conducting comparative studies across brands and regions.

### Keywords:

Price Perception, Product Quality, Service Quality, Customer Satisfaction, Starbucks.