

## **ABSTRACT**

*RISMAWATI. 2025. The Influence of Product Service Quality and Pricing on Customer Satisfaction of Bontonompo Giant Meatballs, Gowa Regency. Thesis. Accounting Department, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Supervisor Khadijah Darwin, SE., M., Ak., Ak and Supervisor II Nurhidayah, SE,M. Ak*

*This study aims to determine the effect of product quality, service, and pricing on customer satisfaction of Bakso Raksasa. The research method used is a quantitative method with an associative approach. The research population is all customers of Bakso Raksasa, with a sample of 80 respondents selected using a purposive sampling technique. The data used are primary data with data collection using a questionnaire. The data analysis techniques used are validity tests, reliability tests, classical assumption tests and multiple linear regression analysis as well as hypothesis testing through test 1. and coefficient of determination tests. (R<sup>2</sup>) and using the SPSS version 25 application. Based on the results of this study, it shows that product quality, service and pricing have a positive and significant influence on customer satisfaction of Bakso Raksasa Bontonompo, Gowa Regency.*

*Keywords: Product quality, Service, Pricing, Customer satisfaction*