

## ABSTRACT

*The purpose of this study was to see the effect of price, service quality and product quality on MSME business performance. This study used a survey that was distributed to 100 customers in a case study at Bakmi Alex TSS. Sampling using non-probability sampling method and analyzed using SPSS software. The results of SPSS show that price, service quality and product quality each have a different influence and level of significance on MSME business performance. Price has a relationship that does not have a significant effect on business performance, Service Quality and Product Quality have an influence on MSME Business Performance. The results of this study can provide a broader perception of the management of MSMEs. The workforce must make more efforts to create positive perceptions of customers in order to produce good business performance..*

*Keywords:* Price, service quality, product quality, business performance.