

## **ABSTRACT**

*This study examines the effect of product quality and service quality on consumer satisfaction 911 Coffee Lab. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Whereas the quality of service as a measure of the level of service provided is in accordance with customer expectations. Consumer satisfaction is a feeling of pleasure or disappointment that appears after comparing the performance or product outcomes that are thought about performance. The results of his study explain that product quality affects consumer satisfaction by 32.1% and the quality of service affects consumer satisfaction by 9.7%, if simultaneously influential by 41.8%. With a large product quality contribution and an unfavorable response to the service quality of 911 Coffee Lab, so 911 Coffee Lab must be able to improve the quality of its services, not to be separated in improving the quality of its products such as product information, employee performance, or adequate facilities. satisfaction to consumers who come and the impact can later on consumer loyalty to the quality of products and services from 911 Coffee Lab.*