

ABSTRACT

This research was conducted at 372 Kopi Dago Pakar, located on Jalan Pakar Kulon, Ciburial, Kecamatan Cimenyan, Bandung. This study consisted of 3 variables, namely service quality and product quality toward customer satisfaction. The purpose of this study is to find out how much influence the two variables X have on Y simultaneously or partially at 372 Kopi Dago Pakar.

The data used in this study are primary data. This study uses non probability sampling data collection using incidental methods, The analytical method used in this study is descriptive and verification analysis and the sample in this study amounted to 100 people. Data collection techniques used were observation, interviewing, and distributing questionnaires.

The results of the study used multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination. And the results of the study show that service quality variables and quality product have a positive and significant effect on customer satisfaction. The result of the analysis of the coefficient of determination is that there is an effect of service quality of 18% and quality product 39,3% so that the two variables have a contribution of 57,3% to customer satisfaction so the remaining 43,7% is the influence of variables not examined in this study. So that from two variables, service product has a greater influence than the quality service.

Keywords : Service quality, Service Product, Customer Satisfaction