

## ABSTRAK

Penelitian ini terdiri dari tiga variabel yakni *people* dan *physical evidence* sebagai variabel bebas dan variabel kepuasan konsumen sebagai variabel terikat. Melihat fenomena bahwa kepuasan konsumen merupakan kunci utama bagi perusahaan untuk memenangkan persaingan dan ditemukannya faktor yang bermasalah yaitu *people* dan *physical evidence* terhadap kepuasan konsumen pada objek penelitian yaitu *cafe* Cikopi di Cisitubanda baik secara simultan maupun parsial. Hal ini dikarenakan terdapat fenomena bahwa subsektor kuliner merupakan salah satu subsektor yang memiliki kontribusi PDB tertinggi di kota Bandung.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 89 orang. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *people* dan *physical evidence* terhadap kepuasan konsumen. *People* dan *physical evidence* berpengaruh secara simultan terhadap kepuasan konsumen. Secara parsial *people* berpengaruh terhadap kepuasan konsumen dan *physical evidence* berpengaruh terhadap kepuasan konsumen.

**Kata kunci : *People, Physical Evidence* dan Kepuasan Konsumen.**

## **ABSTRACT**

*This study consists of three variables, namely people and physical evidence as independent variables and consumer satisfaction as a dependent variable. Seeing the phenomenon that consumer satisfaction is the main key for companies to win the competition and finding the factors at issue, namely people and physical evidence of consumer satisfaction in the research object, namely the Cikopi di Cisitu cafe, both simultaneously and partially. This is because there is a phenomenon that the culinary sub-sector is one of the sub-sectors that has the highest GDP contribution in the city of Bandung.*

*The research method used is descriptive and verification method with a total sample of 89 people. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination.*

*The results show that there was a positive and significant influence between people and physical evidence on customer satisfaction. People and physical evidence have a simultaneous effect on the customer satisfaction. Partially, people has an effect on the customer satisfaction and physical evidence has an effect on the customer satisfaction.*

***Keyword : People, Physical Evidence and Customer Satisfaction***

