

ABSTRACT

Customer satisfaction is an important element in the success of a business. A satisfied customer is not only a returning customer, but also a valuable asset that can help expand the reach and improve the reputation of the business. Several factors that are considered to have an impact on customer satisfaction include the quality of service and product quality owned by a business. This study aims to determine the effect of service quality and product quality on customer satisfaction at 372 Coffee, Dago Pakar branch. The method used in the study is a quantitative method with Multiple Linear Regression data analysis techniques. Respondent data were obtained through the distribution of online questionnaires with a sample of 104 respondents who were visitors to 372 Coffee, Dago Pakar branch who were domiciled in Bandung City. The results of the study showed that the quality of service at 372 Coffee, Dago Pakar branch had an average score of 79.46% which was included in the Good Category. Furthermore, the quality of products at 372 Coffee, Dago Pakar branch had an average score of 79.85% which was included in the Good Category. In addition, from the results of the hypothesis test, the variables of service quality and product quality have an effect on consumer satisfaction at 372 Kopi Dago Pakar branches in Bandung City.

Keywords: *Consumer Satisfaction, Service Quality, Product Quality, 372 Coffee*