

ABSTRACT

This study aims to determine the simultaneous and partial influence of people and process on consumer satisfaction at Delapan Belas Coffee and Beverages . The research method used is descriptive and verificative, with a sample size of 88 respondents. The analytical methods applied include multiple linear regression and multiple correlation analysis.

The findings indicate a positive and significant influence of people and process on consumer satisfaction. The simultaneous impact of these variables accounts for 23.8%, while the remaining 76.2% is influenced by other unexamined factors. In partial analysis, people contribute 16.32% to consumer satisfaction, whereas process has an influence of 7.44%, leading to the conclusion that people have a greater impact on consumer satisfaction than process.

Keywords: People, Process, Customer Satisfaction