

ABSTRACT

This research is used based on the phenomenon that occurs at ManA Social Cafe. In this study, problems were found in Customer Satisfaction at ManA Social Cafe, which were caused by low Product and People Quality. This study aims to determine the effect of Product and People Quality on Customer Satisfaction at ManA Social Cafe. This study uses a quantitative approach with descriptive and verification research methods. The sampling technique used is non-probability sampling, with accidental sampling techniques. Data analysis used is using multiple linear regression analysis, multiple correlation analysis, and determination coefficient analysis. The results of this study indicate that Product and People Quality both partially and simultaneously have a positive and significant effect on Customer Satisfaction. The results of the study indicate that Product and People Quality have a positive contribution to Customer Satisfaction simultaneously by 61.5% and 38.5% is influenced by other variables not examined in this study. The contribution of the influence of Product Quality on Customer Satisfaction partially is 39.7 and the contribution of People's influence on Customer Satisfaction partially is 21.8%.

Keywords: *Product Quality, People, Customer Satisfaction*