

ABSTRACT

This research is based on the phenomenon that occurred at the Kedai Kopi Capres. In this study, problems were found in Consumer Satisfaction at the Kedai Kopi Capres, which were caused by low Location and People. This study aims to determine the influence of Location and People on Consumer Satisfaction at the Kedai Kopi Capres. 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 multiple linear regression analysis, multiple correlation analysis, and coefficient of determination analysis. The results of this study indicate that Location and People both partially and simultaneously have a positive and significant influence on Consumer Satisfaction. The results show that Location and People have a positive contribution to Consumer Satisfaction simultaneously by 92.1% and 7.9% is influenced by other variables not examined in this study. The contribution of the influence of Location on Consumer Satisfaction partially is 44.6 and the contribution of the influence of People on Consumer Satisfaction partially is 47.5%.

Keywords: Location, People, Customer Satisfaction