

## **ABSTRACT**

Currently, the coffee shop business in Indonesia has started to flourish since the entry of the American coffee shop, namely Starbucks. The appearance of Starbucks is able to bring franchisors to other franchisors in Indonesia. This phenomenon drives business people to set up coffee shops, the markets also vary, not only covering the elderly, but also including young people, namely students and university students. This research was conducted at Yellow Truck Coffee Bandung which is located on Jl. Lingawastu no 11 Bandung. This study aims to determine the effect of coffee beverage product quality on consumer satisfaction at Yellow Truck Coffee Bandung. The data in this study were collected using a survey method with a questionnaire as many as 100 respondents for guests who had visited the coffee shop more than 2 times a week. The data analysis used is multiple linear regression analysis.

From the results of multiple regression analysis, it can be seen that all independent variables have an effect on customer satisfaction at Yellow Truck Coffee Bandung. This shows that the quality of coffee drink products, especially in the aesthetic aspect, has the greatest influence compared to other aspects. Therefore, it can be suggested to Yellow Truck Coffee Bandung to continue to maintain and improve the quality of coffee beverage products and make improvements in order to create customer satisfaction.

Keywords: quality of coffee beverage products, customer satisfaction