

ABSTRACT

In this developing era, the emergence of the coffee shop industry in Indonesia has brought a new impact on the lives of customers. Coffee shop is a business area that is developing and developing in Indonesia, especially in the city of Bandung. The development of the coffee shop business in the city of Bandung continues to grow with the presence of various coffee shop brands. entrepreneurs see the coffee enhancer market is very high to date with the level of customer interest in coffee shops Starbucks is the market leader in coffee shops in Indonesia, customer satisfaction can be assessed from the quality of service and quality of products provided.

This study aims to determine the quality of service and product quality on customer satisfaction at Starbucks Buabatu Bandung. The research used in this study is descriptive and causal research with a quantitative approach. It is known that the number with an error rate of 5%, the number of samples is 400 respondents.

The results of this study indicate that there is a partially significant effect between service quality and product quality on Starbucks Coffee customer satisfaction. And there is a simultaneous significant effect between service quality and product quality on Starbucks Coffee customer satisfaction. The results of this study certainly have similarities with the results of previous studies.

Keywords: Service Quality, Product Quality and Customer Satisfaction.