

ABSTRACT

This research was conducted to determine was there an effect the quality of interpersonal communication on Avicenna Co-Roasting Space Marcomm Division Services to Customer Satisfaction. This research focuses on how much effect of interpersonal communication on service marcomm division of Avicenna Co-Roasting Space on customer satisfaction. This research uses a quantitative method with the type of causality research. Sampling in this research used a non-probability sampling method. This research uses Avicenna Co-Roasting Space customers as many as 100 respondents as samples. Based on the results of the research, the correlation coefficient test amounted to 0.847, these results prove that there is a correlation between Interpersonal Communication and Customer Satisfaction which is in the very strong category, then t_{count} is 15.765 while t_{table} is 1.984, it can be concluded that there is an influence between interpersonal communication on service marcomm deviation on Avicenna Co-Roasting Space to customer satisfaction. Then, through the Coefficient of Determination Test that Interpersonal Communication affects customer satisfaction by 71.7% while the remaining 28.3% is influenced by other factors which are not examined in this research.

Keywords: *Interpersonal Communication, Service, Customer Satisfaction.*