

## ABSTRACT

The lifestyle of drinking coffee is currently becoming a trend among people, especially generation Y and generation Z. This has encouraged the growth of the coffee shop business industry in Indonesia. According to Ario Fajar as the head of PT.Toffin Indonesia (2019), the number of coffee shops in Indonesia has reached 3000 outlets spread across big cities such as Jakarta, Surabaya, Medan and Bandung. This is partly driven by Jakarta's individual disposable income which is higher than the regions, especially for lifestyle. The sample selection in this study used the purposive sampling technique. Respondent data was obtained by using an online questionnaire via googleform with a total of 100 respondents. The data obtained were processed using Ms. Excel and SPSS Version 20. The results of this study, namely Product Quality and Price have a significant effect on Consumer Satisfaction on the Jakarta Coffee Theme. Simultaneously Product Quality, and Price have a significant effect on Consumer Satisfaction with a simultaneous effect of 25,8%. After conducting research, the author concludes that Product Quality, Price, and Consumer Satisfaction on the Coffee Theme are categorized as very high. So that the suggestions for practitioners in this research are to pay attention to and improve product quality, pay attention and increase prices, pay attention to and increase consumer satisfaction.

**Keywords:** *Disposable Income, Product Quality, Price, Consumer Satisfaction*