

## ABSTRACT

*The development of the culinary business in the archipelago in the past few years has experienced very rapid development. The city of Bandung is used as a center for MSMEs which is the center of business activities in West Java Province. The city of Bandung is synonymous with various kinds of culinary, one of the culinary industries that is growing rapidly is the cafe industry, this is because changes in people's lifestyles also continue to encourage the growth of the cafe industry. One way that can be used to achieve the advantage is by implementing service quality. Service quality has been considered as one of the key elements of a service provider's success, because it can lead to satisfied customers. Consumers' perceptions of service convenience affect their overall service evaluation, including satisfaction.*

*This study aims to determine whether perceived quality can affect consumer satisfaction and whether convenience can moderate consumer quality perceptions on consumer satisfaction.*

*The research method used in this study is a quantitative method with causal descriptive technique. Data collection techniques used through primary data with questionnaires. The sample taken in this study was 100 people who had visited and made purchases at DEJIMA KOHII and the analytical technique used was the SEM Partial Least Square (PLS) analysis method.*

*The results showed that there was an effect of perceived quality on consumer satisfaction DEJIMA KOHII and comfort is not a variable that can moderate the effect of perceived quality on consumer satisfaction DEJIMA KOHII.*

*The questionnaire that researchers gave to DEJIMA KOHII is to give more personal attention to customers when serving and responding to complaints from consumers and paying more attention to the quality of service provided, while for further researchers it is necessary to use other moderating variables in addition to the comfort aspect, which increases customer satisfaction. , such as environmental services, quality items and prices*

**Keywords: Perceived Quality, Satisfaction, Convenience.**