## *ABSTRACT*

*Recently, coffee shops and fast food outlets have become a lifestyle trend for almost everyone in society, both at school after school, on campus between school hours and even at the office after work. It has become a hobby in big cities such as Jakarta, Jogjakarta, Malang, Bekasi and other cities in Indonesia. In 2022 Moeda Coffee will have a large number of customers, one of which is due to the quality of service they have. Seeing this, this research aims to determine the influence of service quality, price and location on Moeda Coffee consumer satisfaction.*

*In this research, researchers used quantitative methods. Quantitative research methods are research methods that are based on the philosophy of positivism, and this method is called the scientific method. This method is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics. So it can be argued that this type of quantitative method can take the form of experiments and survey activities. This research is also called descriptive research if seen from the type of data and research objectives. Apart from that, this research is also causal, that is, it has a cause and effect relationship.*

*Based on the results of descriptive analysis, the service quality variable is in the very good category, price is in the very good category, location is in the good category, and consumer satisfaction is in the very good category. This research concludes that the influence of Service Quality, Price and Location on Consumer Satisfaction is significantly positive and has a strong influence on Moeda Coffee.*

*Keywords: Service Quality, Price, Location, Customer Satisfaction.*