ABSTRACT

This research is aimed to analyze the influence of leadership, customer orientation, information and analysis, human resource and process management to Performance of Coffee Shop in Semarang

This study used multiple linear regression analysis with SPSS program. The population used is the manager of Coffe Shop in Semarang. While the sample used as many as 75 people with sample selection techniques non-probability sampling using purposive sampling

The results showed that there is a positive and significant relationship between leadership to performance, There is no significant relationship between customer orientation to performance, There is a positive and significant relationship between information and analysis to performance, There is a positive and significant relationship between human resource to performance, There is a positive and significant relationship between process management to performance,

Keywords: Leadership, Customer Orientation, Information and Analysis, Human Resource, Process Management, Performance