ABSTRACT

This study aims to determine the effect of quality of service and product quality to customer satisfaction. Where the independent variable is the quality of service and quality affects customer satisfaction as the dependent variable.

The research was conducted at the Coffee Shop Greenblack Semarang. Data collection methods in this study is to questionnaires filled out by respondents that consumers Coffee Shop Greenblack visiting Semarang Greenblack less than five times a month and have a reference in other places. Sampling as many as 96 respondents in this study using purposive sampling techniques. The independent variable in this study consisted of quality service and product quality while the dependent variable is customer satisfaction. The analysis used in this study include the analysis of index numbers, test validity, test reliability, test classic assumptions, multiple linear regression analysis and hypothesis testing which includes a t test, F test, and coefficient of determination (R2).

The results of analyzes using multiple linear regression can be seen that the variable quality of care has a positive effect on customer satisfaction. Second, variable product quality has a positive effect on customer satisfaction. The analysis using the t test can be known quality of service and product quality significantly influence customer satisfaction. The analysis using the coefficient of determination is known that 82.4% variable of consumer satisfaction can be explained by the variation of the variable quality of service and quality products, while 17.6% is explained by other variables that are not included in this study.

Key words: Quality Service, Quality Products, Customer Satisfaction.