

ABSTRACT

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Coffee Shop 88 has determined price, product, sanitation and quality of service in providing a satisfied service to the customers. The price, product, sanitation and the quality of service have a high index value to the customer satisfaction. This study analyzed the effect of price, product, sanitation and the quality of service and a direct impact to the customer satisfaction at Coffee Shop 88. The sample in this research is the visitors of Coffee Shop 88 who manufacture and market directly to consumers. A questionnaire and interviews were used to collect data about the customers' level of satisfaction. The preliminary results of the research show that the customers have a positive perception toward the price, product, sanitation and quality of service at Coffee Shop 88. The conclusion can also be drawn the customers' level of satisfaction has four independent variables (price, product, hygiene, and service quality) which are tested in this research are proven to have significant effect toward customer satisfaction both partially and simultaneously. The most dominant variable in affecting customer satisfaction in the coffee shop 88 is service quality (with a coefficient of 0.474). Followed by price (with a coefficient of 0,250), product (with a coefficient of 0,042), and the last is hygiene (with a coefficient of 0,22).

Keywords : Price, product, hygiene, service quality, and customer satisfaction