PREFACE

Above of all, praise and glory to God for His blessing, Guidance, and kindness given to the writer in accomplishing final project research from the beginning until the end. This research is meant as one of the requirement to reserve bachelor degree of economy management in Universitas Pelita Harapan Surabaya.

This final project with titled : THE INFLUENCE OF PRICE, PRODUCT, HYGIENE, AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF COFFEE SHOP 88 is hoped to provide information and knowledge for the society and can be usefull for the development.

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The writter would like appologize if there are mistake in this research, and hopefully this research would give information to people

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