# ABSTRACT

*Giani Prastiwi Putri / 25140429 / 2018 / The Influence of Product Quality and Service Quality to Customer Satisfaction at Starbucks Mall Green Pramuka Square / Prof.Dr. Hussein Umar., SE., MBA., MM.*

*Along with the development of increasingly rapid lifestyles, especially in big cities such as Jakarta, higher levels of stress make people need a place to just unwind or find a refreshing place that can refresh the atmosphere again, and Coffee Shop or coffee shop is one of the choices favorite among the people. In addition, consciously or unconsciously, the Coffee Shop is very inherent and has become the lifestyle of today's Indonesian society. Therefore, researchers are interested in conducting research entitled The Effect of Product Quality and Service Quality on Starbucks Customer Satisfaction at the Green Pramuka Square Mall.*

*The theory used in this study is Product Quality, Service Quality and Customer Satisfaction. The variables in this study are divided into two types, namely Independent Variables and Dependent Variables. Independent variables in this study are Product Quality and Customer Quality, while Dependent Variables in this study are Customer Satisfaction.*

*The object of this research is Starbucks at Mall Green Pramuka Square, Central Jakarta. The method used in this study is descriptive analysis and multiple regression analysis. Data collection was done by distributing questionnaires to 100 samples of Starbucks customers at the Green Pramuka Mall Square. Sampling is done by non probability sampling with judgment sampling technique.*

*The output produced by SPSS 22 shows that product quality and service quality have a positive and significant effect on Starbucks customer satisfaction at Green Pramuka Square Mall.*

*The conclusion of this study is that Product Quality is proven to have a positive and significant effect on Customer Satisfaction and Service Quality is proven to have a positive and significant effect on Customer Satisfaction.*

*Keyword : Product Quality, Service Quality, Consumer Satisfication.*