*ABSTRACT*

Jimmy Raharja / 27150076/2019 / *The Effect of Quality Coffee Beverage Products and Service Quality on Elmakko Coffee Customer Satisfaction at Sunter North Jakarta / Mrs. Lily Harjati, Ir., M.M.*

*The development of the culinary world of the coffee shop is now more creative and innovative. In recent years, cafe latte or coffee milk drinks are still a trend to date. Various coffee shops are often found and are easy to find on various roads, shop houses and malls. Therefore, the researcher was interested in conducting a study entitled The Effect of Quality Coffee Beverage Products and Service Quality on Elmakko Coffee Customer Satisfaction in Sunter North Jakarta*

*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 the independent variable and the dependent variable. The independent variable in this study is product quality and service quality, while the dependent variable in this study is customer satisfaction.*

*The object of this research is Elmakko Coffee in Sunter North Jakarta. The method used in this study is classic assumption test and multiple regression analysis. Data collection was done by distributing questionnaires to 100 samples of Elmakko Coffee at Sunter North Jakarta. Sampling is done by non probability sampling with judgment sampling technique.*

*Product quality and service quality each have a significant and significant influence on customer satisfaction. Research shows that respondents assess product quality and service quality are good, and customer satisfaction is satisfied. The results showed that product quality and service quality proved to have a positive effect on Elmakko Coffee customer satisfaction at Sunter North Jakarta.*

*It is recommended that Elmakko Coffee should recommend to every customer who buys coffee products to drink directly, because if not drunk directly the taste of coffee will change especially for those who use ice, because the ice will be the water that changes the taste of the coffee. Then in improving the quality of its services, all Elmakko Coffee employees must give individual attention to customers and communicate well to understand customer wants and needs so as to increase customer satisfaction.*

*Keywords: Product Quality, Service Quality, Customer Satisfaction*