ABSTRACT

Stanislaus Try Dharmawan / 28150145 / 2019 */ Effects of Product Differentiation and Service Quality on Customer Satisfaction Kata Kopi Sunter in North Jakarta / Ms. Lily Harjati, Ir.,M.M.

The development of Coffeeshop is increasingly growing and innovative. Many coffee lovers who set up coffee shops make competition even tighter. Kata Kopi is one of the famous coffee shops because Kata Kopi sells product variants that follow the trends of their time, and can maintain the taste of their products. Therefore, the author are interested in conducting a study entitled The Effect of Product Differentiation and Service Quality on Kata Kopi Sunter's Customer Satisfaction in North Jakarta.*

*In this study, the author uses theories to better understand the understanding related to the discussion of this thesis. These theories include: Theory of Product Differentiation, Service Quality, and Customer Satisfaction. The research variables are divided into two types, namely independent and dependent variables. The independent variable in this study is product differentiation and service quality, while the dependent variable in this study is customer satisfaction.*

*The object of this research is Kata Kopi Sunter. Sampling in this study was 100 respondents conducted by distributing questionnaires in the form of google form. While the sample procedure uses nonprobability sampling and uses the judgment sampling method, where sampling is in accordance with the criteria determined by the author, which is a consideration factor, namely respondents who have visited Kata Kopi. The data analysis technique used is the validity test, reliability test, classic assumption test, range in range and linear regression.*

*The results of this study indicate that the variables of product differentiation and service quality have a positive significant influence on customer satisfaction. With these results can indicate that the better product differentiation and service quality can increase customer satisfaction with a product.*

*The conclusion of this study is product differentiation and service quality proved to have a positive significant effect on customer satisfaction in accordance with previous research. The author suggests that Kata Kopi can make innovations in order to adjust to the trends and needs of consumers in the future.*

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