*ABSTRACT*

*Tamara Clarissa/ 21140210 / 2018 / The Effect of Product Quality and Service Quality on Starbucks Consumer Satisfaction at AEON Mall, Jakarta Garden City / Dr. Tony Sitinjak, M.M.*

*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 look for a refreshing place that can refresh the atmosphere again, and a coffee shop is one of the choices favorite among the people. In addition, consciously or unconsciously the coffee shop has become very attached 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 Consumer Satisfaction at AEON Mall, Jakarta Garden City.*

*The theories used to support this research are product quality, service quality, and customer satisfaction. The Variables is divided into two types, independent and dependent variable. Independent variable is the Product quality and Service quality variable, Dependent variable is the Customer satisfaction.*

*The object of this research is Starbucks at AEON Mall, Jakarta Garden City. The method used in this study is descriptive analysis and multiple regression analysis. Data collection was done by distributing questionnaires to 105 Starbucks beverage consumer samples at AEON Mall, Jakarta Garden City. Sampling is done by non probability sampling with purposive sampling technique.*

*Product quality and service quality each have a significant influence on customer satisfaction. Research shows that respondents assess product quality and service quality are very good, and customer satisfaction is very satisfied. The results showed that product quality and service quality proved to have a positive effect on consumer satisfaction at Starbucks AEON Mall, Jakarta Garden City.*

*The conclusion of this research is variable of product quality and variable of service quality of Starbucks Coffee have significant influence to customer satisfaction. Thus, it can be concluded that if product quality and service quality is high, then customer satisfaction is higher.*

*Key word: Product Quality, Service Quality, Customer Satisfaction.*