

ABSTRACT
**INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY,
HEALTHY COFFEE, PUBLIC POLICY ON CUSTOMER SATISFACTION**
(Survey on Ragamide Café and Vscroastery Café Customers)

By:
Deza Ula Alisana
203401196

Advisor:
Guide I : Dr. Ade Komaludin, S.E., M.Sc.
Guaide II : Dr. Nanang Rusliana, S.E., M.Si

This research aims to determine the influence of service quality, product quality, healthy coffee, and public policy on customer satisfaction among Ragamide and Vscroastery cafe consumers. The population in this study were customers of Ragamide and Vscroastery cafes. Sampling using Incidental Sampling. The number of samples in this study was 100 respondents, of which 50 respondents were in Ragamide and 50 respondents were in Vscroastery. The results of research at the Ragamide cafe show that service quality and healthy coffee are not significant to customer satisfaction, while product quality and public policy are positively significant to customer satisfaction. The results of research at the Vscroastery cafe show that service quality and product quality have a significant effect on customer satisfaction, while healthy coffee and policies have no effect on customer satisfaction.

Keywords : *service quality, product quality, healthy coffee, public policy, customer satisfaction*

ABSTRAK
PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, KOPI SEHAT,
KEBIJAKAN PUBLIK TERHADAP KEPUASAN PELANGGAN
(Survey pada Pelanggan Kafe Ragamide dan Vscroastery)

Oleh:
Deza Ula Alisana
203401196

Pembimbing:

Pembimbing I : Dr. Ade Komaludin, S.E., M.Sc.
Pembimbing II : Dr. Nanang Rusliana, S.E., M.Si

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, kualitas produk, kopi sehat, dan kebijakan publik terhadap kepuasan pelanggan pada konsumen kafe Ragamide dan Vscroastery. Populasi dalam penelitian ini adalah pelanggan kafe Ragamide dan Vscroastery. Pengambilan sampel menggunakan *Incidental Sampling*. Jumlah sampel dalam penelitian ini 100 responden dimana 50 responden di Ragam dan 50 responden di Vscroastery. Hasil penelitian pada kafe Ragamide menunjukkan bahwa kualitas layanan dan kopi sehat tidak signifikan terhadap kepuasan pelanggan sedangkan kualitas produk dan kebijakan publik positif signifikan terhadap kepuasan pelanggan. Hasil penelitian pada kafe Vscroastery menunjukkan bahwa kualitas layanan dan kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan sedangkan kopi sehat dan kebijakan tidak berpengaruh terhadap kepuasan pelanggan.

Kata kunci : kualitas layanan, kualitas produk, kopi sehat, kebijakan publik, kepuasan pelanggan.