

ABSTRACT

Café What's Up is a food and beverage business established since 2015 in Depok City. Business food & beverage is a business that has great opportunities nowadays in Indonesia. This study discusses the customer experience and customer value, which is suspected to affect customer satisfaction at Cafe What's Up in Depok.

The method used is a quantitative method with descriptive research type verification and point of view that is used is a causal relation. The quantitative methods are designed to test predefined hypotheses. Descriptive verification analysis is used to know and be able to explain the characteristics of variables studied in a situation. A causal relationship for causality.

This study uses questionnaires as a tool to collect data perceptions of 100 respondents by using purposive sampling method. This research uses multiple linear analysis techniques with SPSS 20 tool.

The results of this study indicate that customer experience variables fall into very good categories. In the customer value variables fall into the category very well. And customer satisfaction variables fall into the category very well. The result of determination test shows that there is influence simultaneously between customer satisfaction variable and customer value to customer satisfaction entered into low category. While the remaining 67.4% influenced by other variables that are not researched.

Keywords : *Customer Experience, Customer Value, Customer Satisfaction.*