

ABSTRACT

Cafe has become one of the culinary business alternatives for everyone. The increasing number of cafe businesses in Indonesia caused the cafe businesses in Indonesia to compete. Therefore, companies need to improve the quality of service to maintain the good corporate image, especially to create a good customer satisfaction that can affect the company.

This study aims to know the influence of service quality on customer satisfaction in Warunk Upnormal Bandung. There are five main dimensions used by the quality of service namely tangible, reliability, responsiveness, assurance, and empathy.

The research instrument used was questionnaire distributed to 400 respondents with sampling method of purposive sampling technique and to collect data, this research used descriptive analysis and multiple linear regression test.

The results of this study can be concluded that Tangible, reliability, responsiveness and empathy partially influence customer satisfaction in Warunk Upnormal Bandung. While assurance variables do not partially influence customer satisfaction in Warunk Upnormal Bandung. Tangible, reliability, responsiveness, assurance and empathy influence simultaneously (collectively) on customer satisfaction in Warunk Upnormal.

Customer satisfaction is the most important thing for Warunk Upnormal Bandung. Therefore, Warunk Upnormal Bandung needs to further improve the quality of services provided to customers in order to better achieve customer expectations.

Key words: Service Quality and Customer Satisfaction.