

## **ABSTRACT**

At this time many people choose cafe as an alternative place for gathered, it makes bussiness in sector food and beverages grows alot in Indonesia especially in Rangkasbitung city, it makes competition in sector food and beverages to make customer satisfied. Customer satisfaction is a customer response to a perceived incompatibility at the beginning before purchasing, customer satisfaction can also beaffected by several things, such as; Quality of Service and Price. This study purpose to find the effect of service quality and price on customer satisfaction at DeumDee cafe.

This study use descriptive research technique with quantitativ metode, data were collected from 100 DeumDee Cafe customers using non-probability sampling techniques. In this study, the MSI (Method Successive Interval) method is used for data processing tools. The results of data processing indicate that Service Quality and Price have a significant and positive effect on Customer Satisfaction. Based on the coefficient of determination test, service quality and price variables have an effect of 62.7% on consumer satisfaction. So from this in the future it is hoped that DeumDee Cafe can continue to improve the quality of service and prices or something that is directly related to customers in order to increase customer satisfaction in DeumDee Cafe

**Keywords: Service quality, Price, Customer satisfaction**