

ABSTRACT

Currently, there are many businesses made by people who have venture capital by offering various kinds of products and services with their respective advantages. Karel coffee shop is an MSME that gets a positive response from the community. Customer satisfaction at Karel's coffee shop is very good with the quality of service they have. So in this case the author is interested in conducting research on how much influence the Karel Coffee Shop service has on customer satisfaction at Karel coffee shops. In this study, the method used is quantitative. Sampling was carried out using a non-probability technique accidental sampling with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis. The variables studied were the service of the Karel Coffee Shop (X) as the independent variable and customer satisfaction (Y) as the dependent variable. Based on the results of the study, it can be concluded that the independent variable is the service of the Karel Coffee Shop with a t-test value of t-count (26,731) > t-table (1,984) < 0.05, which means that it has a significant effect on customer satisfaction. The simultaneous influence on the Karel Coffee Shop service variable is 87.9% and 12.1% is influenced by other factors.

Keywords: Karel Coffee Shop service, customer satisfaction, MSME