

**THE INFLUENCE OF SOCIAL MEDIA, MENU VARIETY, AND
SERVICE QUALITY ON CUSTOMER SATISFACTION OF COFFEE
KOPI.KABI CIDENG CIREBON**

ABSTRACT

The higher and tighter business growth makes business people think about customer satisfaction in order to make consumers come back to buy because they are satisfied with the services provided. The purpose of this study is to determine and analyze the effect of social media, menu variety, and service quality on customer satisfaction at KOPI.KABI in the Cideng Cirebon area. Does it have a significant and simultaneous effect.

The data used in this study are primary data obtained through distributing questionnaires online via Gform. With the sampling method, non probability sampling with purposive sampling type with the number of respondents 150 people. The tests used are instrument test, classical assumption test, and linear regression hypothesis testing and the coefficient of determination (R^2) and the test tool in this study is SPSS version 25.

Translated with www.DeepL.com/Translator (free version)The results showed that social media, menu variety, and quality partially influenced the customer satisfaction of KOPI.KABI Cideng Cirebon. the coefficient of determination (R^2) is 74.4%, and the results in the test simultaneously show that social media, menu variety, and service quality affect the customer satisfaction of KOPI.KABI Cirebon cafe.

Keywords: Cafe, Social Media, Menu Variety, and Service Quality

(xii + 63 + Attachment)

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