

**The Effect of Service Quality on Customer Satisfaction  
At the Cak Kebo Coffee Shop, Jember Regency**

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***ABSTRACT***

The research location was taken at the Cak Kebo Coffee Shop, Jember Regency. This study aims to determine (1) the effect of service quality (X) simultaneously on the level of customer satisfaction (Y) Cak Kebo coffee shop. (2) the influence of service quality (X) partially on the level of customer satisfaction (Y) Cak Kebo Coffee Shop. (3) the influence of service quality (X) dominantly on the level of customer satisfaction (Y) Cak Kebo Coffee Shop. This type of research uses quantitative methods. Primary data obtained from distributing questionnaires. The sample in this study was the consumers of the Cak Kebo Coffee shop in Jember. The analysis technique used multiple linear regression, t test, f test and determination test. Based on the results of the analysis and discussion that the researcher has explained, it can be concluded as follows: F test regression testing, it is concluded that the variables Direct Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) simultaneously have a significant effect on Customer Satisfaction in Cak Coffee Shop, Kebo Jember (Y) . F test regression testing, it is concluded that the variables Direct Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) partially have a significant effect on Customer Satisfaction in Cak Coffee Shop, Kebo Jember (Y) . The most significant variable in Customer Satisfaction at Cak Kebo Jember Coffee Shop (Y) is Direct Evidence (X1)

***Keywords:*** *Influence, Service Quality, Customer Satisfaction Level*