

**Analisis Pengaruh *People, Physical Evidence* dan *Product* Terhadap Kepuasan
Konsumen Warung Kopi Allbeans Tebet Jakarta Selatan
(PT. Tokopi Sinergi)**

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Abstract

This study aims to determine the influence of the People, Physical Evidence and Product Customer Satisfaction in the coffee shop Allbeans Tebet, South Jakarta, to determine how much influence the above mentioned, the level of customer satisfaction, the authors conducted a study by distributing questionnaires to 102 customers at Allbeans Coffee Shop in Tebet, South Jakarta who make purchases in November 2014. Sampling techniques respondents conducted by Non-Probability Sampling Convenience.

Data results of the questionnaire respondents in the analysis using SPSS with multiple linear regression analysis method, where the results of the study to predict the changes that occur to the dependent variable (Y) is associated with changes in the number of independent variables (X). Results from this study that the People, Physical Evidence, and Product affects customer satisfaction. From the results of the multiple linear regression equation is also found that the variable People is the most influence consumer satisfaction at Allbeans coffee shop, tebet South Jakarta.

Keywords: People, Physical Evidence, Product, Customer Satisfaction, PT. Tokopi Synergy (Warung Kopi Allbeans) South Tebet.