

ABSTRACT

This study aims to integrate product quality, service quality and location to customer satisfaction in Cafe Kethek Ogleng Coffee Yogyakarta. Population in this research is active consumer at Cafe Kethek Ogleng Coffee Yogyakarta, in this study the number of samples of 160 respondents selected by using purposive sampling method. Analysis in this research is done by using linear regression and analysis method using validity test, reliability test, F test, adjusted R² and t test.

Based on the analysis that has been done then the results of this study indicate that (1) variable product quality has a positive and significant impact on customer satisfaction; (2) service quality variables have a positive and significant impact on customer satisfaction; (3) variables that have a significant effect on customer satisfaction.

Keywords: *Product Quality, Service Quality, Location and Customer Satisfaction.*