

ABSTRACT

Coffee Organization (ICO) Statistics Indonesia is the fourth country to be the largest coffee producer in the world and become the fifth largest country as the largest coffee maker, as the fifth largest consumer country, make it a lifestyle trend nowadays. During the growth of the existing coffee shops, among them competed with each other to maintain the existence of coffee shops as an effort to get new customers or retain old consumers, one of the efforts made was to improve the quality of service carried out by baristas interpersonal communication when serving the consumers.

The purpose of this study is to study the effect of interpersonal communication on customer satisfaction of Sekutu Kopi. The variables used in this study are Interpersonal Communication (X) and Customer Satisfaction (Y). The method in this research is a descriptive analysis that is assessed quantitatively by collecting responses from 96 respondents who are consumers of Sekutu Kopi.

Based on the results of data processing, Interpersonal Communication has a positive and significant effect on Consumer Satisfaction, this is evidenced by the calculated F value (23,857) greater than F table (3,09) and the significance value of (0,000 <0,05), as well as the coefficient of determination by 48,2%.

Based on the results of hypothesis testing, it can be concluded that the variables of interpersonal communication have a positive and significant effect, and contribute as much as 48,2% to customer satisfaction in Sekutu Kopi, while 51,8% compared to other variables not included in this study.

Keywords : Intepersonal Communication, Customer Satisfaction