

## ABSTRAK

Name : Muhammad Syahrul Gunawan  
Study Program : Kewirausahaan  
Title : *The Influence of Service Quality and Customer Satisfaction on Performance at Coffee Shops in Lhokseumawe City.*

*This study aims to analyze the influence of Service Quality and Customer Satisfaction on Performance at Coffee Shops in Lhokseumawe City. Data for this study were collected through a survey method using a questionnaire as a data collection instrument. Respondents in this study were 100 Coffee Shop businesses. This study uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that partially service quality has a positive and significant effect on business performance at Coffee Shops in Lhokseumawe City, Customer satisfaction has a positive and significant effect on business performance at Coffee Shops in Lhokseumawe City*

*Keywords: Service Quality, Customer Satisfaction, Business Performance.*