

ABSTRACT

Increasing number of restaurants, the greater the competition between restaurants that one with another restaurant. One is Jigoku Ramen. Jigoku Ramen is engaged in home eating ramen. They do their best to provide quality service to its customers satisfaction.

The purpose of this research is to investigate and examine the effect of service quality toward customers satisfaction. This research involves in five independent variables and one dependent variable. These five independent variables are tangible, empathy, reliability, responsiveness, and assurance. And the dependent variable is customer satisfaction (Y).

The primary data were collected through survey method with purposive sampling method using questionnaire given to 100 respondents. This type of research is causal and descriptive research with the research method of quantitative research methods to the 100 respondents coming from customers of Jigoku Ramen Bandung. While the data analysis techniques is a multiple linear regression analysis. This study has a descriptive analysis of the results by 80.9% for tangible, 81.6% for empathy, 80.2% for reliability, 79.6% for variable responsiveness and amounted to 81.5% for variable assurance. and 80.8% for customer satisfaction variables.

So, the results of the study show that partially and simultaneous effect of service quality on customer satisfaction by 48.7% and the balance of 52.3% is influenced by other factors not examined in this study.

Keyword : Service Quality, Customer Satisfaction, Culinary