

ABSTRACT

Based on, customer perception collected from grievance box provided by Bebek H. Slamet in Radio Dalam branch thus stated that lack of service quality could cause to decreased of income. The purpose of this study was to determine the quality of services performed at the restaurant Bebek H.Slamet in Radio Dalam branch, to determine customer satisfaction at restaurant Bebek H.Slamet in Radio Dalam branch, to determine how much impact service quality which consists of tangible, empathy, reliability, responsiveness and assurance simultaneously and partialy impact on customer satisfaction restaurant Bebek H.Slamet in Radio Dalam branch South Jakarta.

The method used is quantitative method with the type of research is a descriptive and causal studies. The techniques used in collecting data for the study was a questionnaire and interviews. Sampling was carried out with non-probability sampling method with the type of insidental sampling, the number of respondents were 100 respondents. The data analysis used descriptive analysis, multiple linear regression analysis.

Based on the results of hypothesis testing service quality variables simultaneously positive and significant impact on customer satisfaction in the restaurant Bebek H.Slamet in Radio Dalam branch, South Jakarta. Based on test results obtained partial hypothesis variable empathy and responsiveness is not a positive and significant impact on customer satisfaction. Variable tangible, reliability and assurance in a positive and significant impact on customer satisfaction. Based on the coefficient of determination obtained that the impact of service quality on customer satisfaction by 70.5% and the balance of 29.5% is influenced by other factors not examined in the this study.

The conclusion obtained the implementation service quality in the restaurant Bebek H.Slamet in Radio Dalam branch South Jakarta has entered into the category of "good enough" and customer satisfaction in the category of "satisfied". However there are some aspects that are repairs reliability aspects, such as the accuracy of the order.

Keywords: Customer Satisfaction, Service Quality