

ABSTRACT

Business progress very rapidly particularly in the service sector have resulted in increasing numbers of new culinary business. Many culinary businesses, especially restaurants make the increased intensity of competition between restaurants. Sari Bundo Titimpik 76 Bandung is one of typical Padang restaurant in the city of Bandung. Sari Bundo Titimpik trying to satisfy consumer desires by providing outstanding service to its customers.

This research was conducted at one branch Sari Bundo restaurant in the city of Bandung. This study aims to determine how much influence the quality of service to customer satisfaction Sari Bundo Titimpik no. 76 Bandung.

Methods of data collection is done by distributing questionnaires through direct visits to Sari Bundo Titimpik no. 76 Bandung. Obtained from questionnaires distributed 100 questionnaires were valid. Data analysis techniques in this study using multiple linear regression analysis techniques. Data processing was performed using SPSS 20.

Descriptive analysis showed that the quality of service rendered Bandung Sari Bundo Titimpik entered in both categories with the average value of the percentage of 76.2%, while the Customer Satisfaction category Sari Bundo Titimpik a good show with the average value of percentage of 75.1%. Total effect of service quality on customer satisfaction was 84.2% and the remaining 15.8% is influenced by other variables outside the research. Quality of service has a significant influence on customer satisfaction simultaneously or partially.

Based on the research results, to improve the quality of service should Sari Bundo provide regular training to its employees so that the skills and knowledge of employees can be improved, as well as employees strive to provide fast and accurate service to customers.

Keywords: Service Quality, Customers Satisfaction, Restaurant