ABSTRACT

Culinary business development in the country in recent years even more massive. Culinary that are popular among young people these days is a food product made of noodles. Mie Merapi is an abbreviation of the red and white Indonesian reflecting that the original trim Indonesian noodles are also analogous to spicy as the name of the mountain Merapi spewed hot lava. inception of this company at JL. Pahlawan No. 24. Having seen so much enthusiasm from Bandung residents who come to taste the noodles trim, the owner opened a new branch in the area Dipati Measure Bandung.

The method used is quantitative method with the type of research is descriptive and causal. Sampling was done by non-probability sampling method types proportionate stratified random sampling, the number of respondents was 100 respondents. Then, for data analysis used descriptive analysis and multiple linear regression analysis.

Based on the results of data processing of multiple linear regression analysis, simultaneous service quality and significant positive effect on customer satisfaction. Based on test results obtained partial hypothesis tangible variables, responsiveness, assurance positive and significant influence on the purchase decision process while variable empathy and reliability no effect and significant impact on the purchase decision process. While the influence of independent variables on the dependent satisfaction consumen amounted to 67.9%, while the remaining 32.1% dipengaruhin by other variables.

Keywords: Customer Satisfaction, Quality of Service