

ABSTRACT

Nowdays, fast food has become a life style because it has cheaper price, easier to be gotten and practical. There are so many restaurants sell fast-food in Indonesia. One of them is KFC (Kentucky Fried Chicken), which is become an object to observed is Branch of KFC Buah Batu Bandung. This Research was aimed to know the influence service and product quality toward the consumers in KFC Buah Batu Bandung.

The variable in this research was quality service (X_1) with sub variable tangible, emphaty, reliability, responsiveness, and assurance. Product quality variable (X_2) with sub variable performance, features, reliability, conformance, durability, serviceability, aesthetic, and perceived quality. Consumer's satisfaction variable (Y).

The Methodology used in the research was quantitative methodology with descriptive and causal. The population were 21.796 based on the visitors of Branch KFC Buah Batu Bandung in January to December 2016. The sample was taken using Bernoulli formula with at least 100 repondents and for the data processing was done to 200 questionnaires. Data sample was taken by using non-probability sampling. The data analysis used in this research was multiple regression analysis, test-f, test-t, determination, coefficient.

Based on the data that was analyzed, it could be concluded that each variable come into a good category. Service quality influence and each quality product had been influencing and significantly toward consumers satisfaction come into a good category with percentage 74,55% at Branch of KFC Buah Batu Bandung. Where as simultaneously service and product quality having an effect toward consumer's satisfaction at Branch of KFC Buah Batu Bandung with the percentage 63,4% and the rest was 36,4% was influenced by the other factors that weren't researched.

Keyword : *Service quality, Product quality, Customer satisfaction*