

## **ABSTRACT**

*The development of the culinary business in Indonesia in recent years is getting tighter so there is a trend where people of Indonesia have a habit of eating in restaurants. With the same competition in restaurant business, inevitably the owner must continuously provide optimal service both pre and post service. The restaurant that is always open to provide the best quality service to its customers is Ayam Bakar Wong Solo Branch Riau Bandung which is one of the traditional restaurant with a franchise system which already has several outlets spread across major cities in Indonesia. However, in the implementation of costumers Ayam Bakar Wong Solo Branch Bandung Bandung feel the poor service for what is given by the service provider. They are complaints because it is too long waiting for the food they ordered to be served so that there is less than the maximum service.*

*This study aims to determine the quality of service, customer satisfaction and the influence of service quality to customer satisfaction Ayam Bakar Wong Solo Branch Riau Bandung.*

*This research using quantitative method. The type of this research is descriptive and causal with the method of completion questionnaire.*

*Based on descriptive analysis, service quality at Ayam Bakar Wong Solo Branch Riau Bandung has 82.58% percentage which is included in very good category while customer satisfaction has percentage of 83,81% which is included in very good category. The result of this research is service quality which consist of tangible, reliability, responsiveness, assurance and emphaty influencing siginificant effect to consumer satisfaction has percentage of 46% while the rest 54% influenced by other variable that is not examined in this research.*

*Keywords: Service Quality, Costumer Satisfaction.*