

ABSTRACT

According to Valoka (2017) at the moment, fast food restaurants are the right choice in the midst of the economic situation and the development of Indonesia's population. This growth indicates that fast food restaurants have the potential to continue to grow, especially in Indonesia. The more prospects that continue to promise in the fast food restaurant business, the more new companies will emerge in the same industry, this is due to the promising market demand. According to Krisdianti (2019) one of the popular fast food restaurants in Indonesia is Pizza Hut. Pizza Hut was present in Indonesia for the first time in 1984, and is the first Pizza restaurant in Indonesia.

This study aims to determine how much influence the Quality of Service on Pizza Hut Consumer Satisfaction in Riau Branch Bandung. The method used in this study is a quantitative method with the type of research used is descriptive with a sample of 100 respondents. In this study there are two variables, namely, the independent variable (Service Quality), and the dependent variable (Consumer Satisfaction). The sampling method used is non-probability sampling using purposive sampling technique. The method of data analysis in this study uses a simple linear regression test.

Based on the results of the study, the results of the percentage for Service Quality by 81% included in the good category, the variable Customer Satisfaction of 80.45% included in the very good category. Service Quality has a significant effect on Consumer Satisfaction at 42.4%, while the remaining 57.6% is influenced by other factors not observed in this study.

Keywords: Service Quality, Consumer Satisfaction