

ABSTRACT

The object of this research is McDonald's which is located in Tasikmalaya City. In the midst of the ongoing COVID-19 pandemic, fast food restaurants continue to be able to record profits. In general, it is currently found that McDonald's customer satisfaction tends to be low and cannot compete with KFC. This makes researchers interested in conducting research on "The Effect of Service Quality on the Satisfaction of McDonald's Visitors in Tasikmalaya City".

This research is included in the category of causal associative research. This study uses primary data through the distribution of questionnaires with purposive sampling technique. Data analysis in this study using multiple regression method.

Based on hypothesis testing, it is known that Service Quality simultaneously or simultaneously has a significant effect on Visitor Satisfaction at McDonald's Tasikmalaya. This can be seen from the results of the F test, namely $F_{count} > F_{table}$ ($1244,562 > 3.88$) and the significance level is $0.000 < 0.05$. and the coefficient of determination of Service Quality on Visitor Satisfaction at McDonald's Tasikmalaya simultaneously has a large influence of 75.2% and the remaining 24.8% is influenced by other variables such as price, customer loyalty and so on.

Therefore, the researcher suggests that the quality of service that has been running needs to be maintained but needs to be improved by adding new SOPs to be able to improve fast service within the company with the hope that visitor satisfaction can increase.

Keywords: *Service Quality, Customer Satisfaction, McDonald's Indonesia, Tasikmalaya*