

ABSTRACT

Culinary is one of the industries that is growing rapidly in various cities in the world, including in Indonesia. By providing a variety of restaurants and various culinary delights that can attract people's attention. The growth in public interest in culinary delights has led to an increase in the restaurant industry, which can be assessed in terms of experience and atmosphere, which are benefits that customers will consider. This research aims to analyze the influence of service quality and price on customer satisfaction among Solaria consumers in Bandung City, as well as examining the influence of these two variables partially and simultaneously on customer satisfaction.

This research method uses quantitative methods with descriptive and causal research types. The sampling technique used was non-probability sampling with purposive sampling and the number of respondents was 97 people. Data analysis uses two statistical methods, namely descriptive analysis and multiple linear regression

Based on the results of this research, it shows that the variables of service quality and price have a significant effect on Solaria customer satisfaction in Bandung City, both partially and simultaneously. The service quality and price variables have an influence of 98.8% and the remainder is influenced by factors not examined in this research.

Suggestions for companies are to improve services through employee training, conducting market surveys to understand competitors' prices, and focusing on strategies to strengthen services and attractive prices. Suggestions for future researchers are to expand the scope of research, increase the number of samples, and use different analysis techniques.

Keywords: *Service Quality, Price, Customer Satisfaction*