

ABSTRACT

PIPIT ERNAWATI, *The Influence of Service Quality, Price, and Servicescape to Consumer Satisfaction (Case Study at Sukiya Central Park Mall Restaurant). Supervised by Rojuaniah.*

This study aims to determine how much influence of Quality Service, Price, and Servicescape of Consumer Satisfaction at Sukiya Central Park Mall Restaurant. In this study independent variables consist of Quality Service, Price, Servicescape while the dependent variable is Consumer Satisfaction. The population in this study were all visitors of Sukiya restaurant who had made a purchase at Sukiya Central Park Mall restaurant. Sampling using non probability sampling method, with purposive sampling technique counted 100 respondents. The method of analysis used in this study is multiple linear regression analysis.

Based on the result of the research, it can be concluded that (i) Service Quality has positive and significant influence to Consumer Satisfaction at Sukiya Central Park Mall Restaurant, (ii) Price has positive and significant effect to Consumer Satisfaction at Sukiya Central Park Mall Restaurant, (iii) Servicescape has positive and significant effect to the Consumer Satisfaction at Sukiya Central Park Mall Restaurant, (iv) Quality of Service, Price, and Servicescape have positive and significant influence simultaneously on Consumer Satisfaction at Sukiya Central Park Mall Restaurant, (v) Price dominant influence on Consumer Satisfaction at Sukiya Central Restaurant Park Mall.

Keywords : Service Quality, Price, Servicescape, and Consumer Satisfaction