

## **ABSTRACT**

***WIDYA VERANI, The Effect of Service Quality and Location on Customer Loyalty through Customer Satisfaction in Culinary Industry in Jakarta. (Supervised by Hasyim).***

*The large number of people who like to eat in restaurants resulted in the increasing number of restaurants, making the competition in the business world culinary business to be tight. To deal with this situation, every restaurant should be able to set the strategy for customers to feel satisfied and the restaurant can survive and compete.*

*This study aims to determine the effect of service quality and location on customer loyalty through customer satisfaction waroeng special sambal tanjung duren north. Population in this research is not known so that sample use quota sampling with purposive sampling technique and get sample amounted to 104 respondents from customers who visit and eat in sauce special waroeng.*

*The result of research based on path analysis using sobel test indicate that service quality variable influence customer loyalty directly or indirectly through customer satisfaction. Location variables affect direct loyalty but do not indirectly affect. And customer satisfaction affects loyalty*

***Keywords: Service Quality, Location, Customer Satisfaction, Customer Loyalty***