**ABSTRACT**

*Calvin / 27150102 / 2019 / The Influence of Product Quality and Promotion on Customer Satisfaction of Chatime in Kelapa Gading / Lily Harjati, Ir., M.M.*

*The food and beverage business is one of the most sought after businesses in Indonesia. Along with the development of the times, the desire of the Indonesian people for a variety of food and beverage products, especially products in the form of snacks is increasing and varied. This requires businesses to always increase creativity and innovation in creating a menu of food and beverages that are unique and attractive to various groups. In Indonesia, many businesses have emerged that sell products in the form of bubble tea. This has resulted in increased competition because of the many competitors that have sprung up. Therefore, companies must be able to create customer satisfaction by creating high product quality and attractive promotions. This study aims to determine product quality, promotion, customer satisfaction, and the influence of product quality and promotion on Chatime customer satisfaction in Kelapa Gading.*

*Product quality, according to Kotler and Keller, consists of nine dimensions, namely form, features, performance quality, conformance quality, durability, reliability, reparability, style, and customization. Promotion, according to Kotler and Armstrong, consists of five dimensions, namely advertising, personal selling, sales promotion, public relations, and direct marketing. Whereas according to Tjiptono, customer satisfaction has six dimensions, namely overall customer satisfaction, customer satisfaction dimensions, confirmation of expectations, repurchase intention, willingness to recommend, and customer dissatisfaction.*

*The research method used is the Non Probability Sampling method by collecting data through a questionnaire distributed to 100 respondents who were individuals who have purchased any Chatime products in Kelapa Gading. Measuring instrument used in this study is the validity test, reliability test, percentage analysis, average calculation, scale range, classic assumption tests, and multiple linear regression tests. The tool used is SPSS 20.*

*The result of this study found that the product quality variable have a positive and significant impact on customer satisfaction. Meanwhile, the promotion variable have a positive and non-significant impact on customer satisfaction.*

*From this study, it can be concluded that the quality of Chatime products is considered good, Chatime’s promotion is considered good, Chatime has a good level of customer satisfaction, product quality has a significant influence on customer satisfaction, and promotion does not significantly influence customer satisfaction.*

*Keywords: Product Quality, Promotion, Customer Satisfaction*