***ABSTRACT***

Christian Abraham / 27150081 / 2019 / *The Effect of Product Differentiation and Price on Customer Satisfaction Bakmi Naga at* Artha Gading *Mall, North Jakarta* / *Ms .*Lily Harjati, Ir., M.M.

*The development of noodle restaurants is now increasingly creative and innovative. Many noodle restaurants that have sprung up have made competition even tighter. Bakmi Naga is one of the famous restaurants because of their characteristics that do not use preservatives, have a variety of product variants, and still maintain the taste image that they offer to consumers. Therefore, researchers are interested in conducting research entitled The Effect of Product Differentiation and Price on Customer Satisfaction with Bakmi Naga at Mall Artha Gading North Jakarta.*

*In this research, the author uses theories to better understand concepts and concepts related to the discussion of this thesis. These include: Theory of Product Differentiation, Price, and Customer Satisfaction. The variables are divided into two types, namely the independent variable and the dependent variable. The independent variable in this study is product differentiation and price, while the dependent variable in this study is customer satisfaction.*

*Sampling in this study was 100 respondents conducted by distributing questionnaires in the form of google form. The object of this study was Bakmi Naga respondents at Mall Artha Gading North Jakarta area. While the sample procedure uses nonprobability sampling and uses the judgment sampling method, where sampling is in accordance with the criteria determined by the author which becomes a consideration factor, namely respondents who have visited the Bakmi Naga Restaurant. The data analysis technique used is the validity test, reliability test, classic assumption test, range in range and linear regression.*

*The results of this study indicate that product differentiation variables and prices have a positive and significant influence on customer satisfaction. With these results it can indicate that the better product differentiation and price can increase customer customer satisfaction with a product.*

*The conclusion of this study is that product differentiation and price proved to have a positive and significant effect on customer satisfaction in accordance with previous research. The author suggests that restaurants can conduct research and development so that they can adjust to the trends and needs of consumers in the future.*

*Keyword*:*Differentiation Product, Price, Customer Satisfaction*