***ABSTRACT***

*Christopher Djarip / 26150169 / 2019 / Effect of Product Quality and Price on Customer Satisfaction of Bakmi GM at Mall of Indonesia, Kelapa Gading, North Jakarta / Advisor : Lily Harjati., M.M.*

*Nowadays, the growth of noodle culinary business is quite high. Competition in the noodle culinary business is getting tougher, so that each restaurant must be able to maintain its existence. One effort that can be done is to create a consumer-oriented marketing strategy by trying to give satisfaction to the needs and desires of customers. One restaurant that competes is Bakmi GM which has one branch at Mall Of Indonesia Kelapa Gading.*

*Product differentiation is an activity in which a business actor develops a product he has to look different from a competitor's product, while a price is a fixed exchange rate to get goods or services for a person or group at a certain time and place, and customer satisfaction is the feeling or customer response regarding the benefits and value of a product or service offered by the company. Therefore, this study aims to examine the effect of product differentiation and prices on customer satisfaction.*

*The author distributed 100 sample questionnaires to consumers of Bakmi GM products at Mall Of Indonesia Kelapa Gading North Jakarta using a non-probability sampling method. The collected data is then processed and analyzed using the IBMM SPSS 20 application program.*

*The results of the study show that the majority of visitors are between 21-25 years old. Product differentiation and prices carried out by Bakmi GM are good enough and can meet customer desires so that the consumers feel satisfied.*

*The conclusion of this study proves that price and product differentiation have a positive effect on customer satisfaction Bakmi GM Restaurant at Mall Of Indonesia Kelapa Gading North Jakarta. Other results show that because consumers feel satisfied, they prefer Bakmi GM restaurants to other competitors.*

*Keyword : Product Quality, Price, Customer Satisfaction*