***ABSTRACT***

*Clara Putri Sutanto / 29150209 / 2019 / The Effect of Product Quality and Service Quality on Customer Satisfaction / Advisor: Dr. Tony Sitinjak, M.M.*

*Competition in the world of culinary business nowadays is getting tighter and tighter. With the variety of flavours, menus, prices, and concepts of the place being the choice of the company to try to meet the needs and wants of consumers. Given that consumers play an important role in determining the success of a company, the company is obliged to provide the best products and services to create satisfaction from these customers. If consumers are satisfied with the quality of the product and the quality of the services provided, then customer satisfaction will also have a good impact on the company. This study aims to determine the effect of product quality and service quality on customer satisfaction. By conducting this research, it can be seen how much influence the product quality and service quality have on customer satisfaction.*

*Product quality and service quality are factors of customer satisfaction. Therefore, people generally assess their satisfaction depends on the quality the feel. The theories discussed include product quality, service quality, and customer satisfaction.*

*The variables in this study are divided into two types, the independent variable and the dependent variable. The independent variables in this study are product quality and service quality, while the dependent variable in this study is customer satisfaction. Data obtained using nonprobability sampling design and judgment sampling method. To test the results, the regression analysis method, normality test, heterocedasticity test, and multicollinearity test were used.*

*The results of the study show that product quality, service quality and customer satisfaction have good values. Product quality and service quality are positively and significantly influence consumer satisfaction. The results of testing the product quality hypothesis on customer satisfaction obtained a value of 0,475. The results of testing the service quality hypothesis on customer satisfaction obtained a value of 0,527.*

*The conclusion of this study is the product quality and service quality affect the customer satisfaction of McDonald’s Kelapa Gading, North Jakarta.*

***Keywords : Product Quality; Service Quality; Customer Satisfaction.***