***ABSTRACT***

*Fazar Reza Sukmana / 25150575/2019 / Effect of Product Quality and Service Quality on Costumer Satisfaction of Dapur Cokelat Kelapa Gading, North Jakarta / Advisor: Muhammad Fuad, SE., MP.*

*Competition in the culinary business world is increasingly tighter. With a variety of flavors, 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 the 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 consumers. If consumers are satisfied with the quality of products and the quality of 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 consumer satisfaction of Dapur Cokelat in Kelapa Gading, North Jakarta. 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 consumer 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 variables and dependent variables. The independent variable 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, heterokedasticity 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 positively and significantly influence consumer satisfaction.*

*The conclusion of this research is product quality and service quality have a positive and significant effect on customer satisfaction at Dapur Cokelat in Kelapa Gading, North Jakarta.*

***Keywords: Product Quality; Service Quality; Consumer Satisfaction***