*ABSTRACT*

Henny / 29150421 / 2019 / *The Effect Product Quality and Service Quality on Customer Satisfaction in Pizza Hut North Jakarta / Advisor :* Muhammad Fuad, S.E, M.P.

*At this moment in time, the development in culinary business is widening, consequentially many varieties of cuisine can be found easily. Starting from foreign cuisine to our indigenous cuisine, they all are available around us. One of the cuisines that can be found easily nowadays is pizza. With the increasing number of new pizzerias, the competition has become tougher. Several examples of pizzeria are Pizza Hut, Domino’s Pizza, Pizza e Bira, etc. As new pizzeria are opening up, companies need to retain their customers. With this in mind, the researchers are interested in conduction a study entitled “The Effects of the Product and Service Quality on Pizza Hut Customers’ Satisfaction in North Jakarta”.*

*In this study, the authors utilised theories in elucidating the fundamentals and concepts associated to the discussion in the study. The theories include theory of product quality, service quality and customer satisfaction. The variables in this study were divided into two, the independent variables and the dependent variables. The independent variables were product quality and service quality, while the dependant variable was the customer satisfaction.*

*Sampling in this study were 115 respondents conducted by distributing questionnaires in the form of google form. The object of this study was customers from Pizza Hut North Jakarta. The sampling methods used ware non-probability sampling and judgement sampling where the samples were obtained in accordance to the criteria set by the authors. The consideration factors were respondents who have eaten at Pizza Hut in North Jakarta. The data analysis methods used were validity test, reliability test, classical assumption test, scale range and multiple linear regression.*

*The result of this study has shown that the product and service quality has an influence on the customer satisfaction. This result has indicated that better product and service quality can increase customer satisfaction.*

*In conclusion, the product and service quality has been shown to influence the customer satisfaction significantly, as shown in previous studies. The authors suggest that companies should maintain and increase the quality of their products and services*

*Keywords : Product Quality, Service Quality, Customer Satisfaction*