**ABSTRACT**

*Indra Setyawan / 29140502 / 2019 / The Effect of Product Quality and Brand Image on Customer Satisfaction of Genki Sushi Restaurant in Grand Indonesia Mall / Dr.Drs.Tony Sitinjak.M.M.*

*The competition in the restaurant industry is currently increasingly rapid, especially with the various choices of services, products and prices offered which are the choice of companies to try to meet the needs and desire of consumers. Therefore, researchers are interested in conducting a study entitled The Effect of Product Quality and Brand Image on Customer Satisfaction at Genki Sushi Restaurant in Grand Indonesia Mall.*

*The theory used in this research is product quality, brand image and customer satisfaction. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variables in this study are product quality and brand image, while the dependent variable in this study is customer satisfaction.*

*The object of this research is Genki Sushi Restaurant at Grand Indonesia Mall, Central Jakarta. The method used in this research is descriptive analysis and multiple regression analysis. Data collection was carried out by distributing questionnaires via google form to 126 samples of Genki Sushi consumers. Sampling is done by non-probability sampling and judgement sampling technique.*

*Product Quality and Brand Image have a significant influence on customer satisfaction. Research shows that consumers judge product quality and brand image are good and customer is satisfied. The results showed that product quality and brand image proved to have a positive effect on customer satisfaction at the Genki Sushi Restaurant in Grand Indonesia Mall, Central Jakarta.*

*The conclusion of this study is that product quality and brand image variables are proven to effect customer satisfaction in according with previous research.*

*Keywords: Product Quality, Brand Image, Customer Satisfaction.*