*ABSTRACT*

*Jordi Evan Mulyadi / 25140287/2019 / Effect of Product Quality and Service Quality on Burger King Customer Satisfaction in Kelapa Gading Jakarta Utara / Adviser Dr. Drs. Tony Sitinjak, M.M.*

*Humans have three main things in their lives, namely: clothing (clothing), food (food), and shelter (shelter). Food business is now a very promising business. Burger king is a fast food that is classified as a success in the food industry. Burger King offers a variety of products so consumers do not feel bored with the offered food menu. Burger King also has good service for customers who come and are ready to serve all the needs of customers. Therefore, the authors are interested in conducting research on the Effect of Product Quality and Service Quality on Burger King Customer Satisfaction in Kelapa Gading.*

*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 service quality while the dependent variable in this study is customer satisfaction.*

*The object of this research is Burger King in Kelapa Gading. Data collection techniques used were communication techniques using a questionnaire instrument that was distributed to 120 respondents, namely individuals who had consumed Burger King. The author uses Google Docs, where respondents can fill out questionnaires online via the internet. Measuring instruments used in this research are validity test, reliability test, descriptive analysis, classic assumption test, and multiple linear regression analysis test. The tool used to analyze data is SPSS 23.*

*The results showed the respondents agreed that the product quality and service quality of Burger King in Kelapa Gading was good. This study found that product quality and service quality had a positive and significant effect on customer satisfaction.*

*The conclusion of this study is the variable quality of products and service quality positively and significantly affect customer satisfaction Burger King Kelapa Gading*

*Keywords: Product quality, Service Quality, customer satisfaction.*