**ABSTRACT**

Joshua / 28150569 / 2019 / *Influence Price Attractiveness and Quality Product On Costumer Satisfication Carl’s Junior* *Mall Kelapa Gading* / *Supervisor* : Dr. Ir. Bilson Simamora,M.M.

*In the era of globalization, Indonesian fast-food restaurants were essential to accelerating consumer demand for food to save time. It looks like fast food restaurants are going to be more competitive. Carl's Jr. was chosen as one of the fast food restaurants in Indonesia. Accordingly, companies should be able to generate consumer satisfaction by implementing price selling, product quality of customer satisfaction and consumer satisfaction.*

*The first variables are prices that can be taken as five levels of price: price-setting, quality, price competitiveness, and price discount. The second variable is the quality of the product with the product's quality, performance, combination, characteristics, durability and service capability. The third variable is the satisfaction of consumers: faithfully following, buying the goods provided, recommending the goods, and willing to pay more.*

*Multiple linear regression analysis used to understand the results. The data from the study was collected by distributing questioners 100 respondents of costumer Carl’s Junior mall kelapa gading. This study used non-probability sampling and using the SPSS 20 software.*

*multiple linear regression analysis using the SPSS 20 software and the results are attractiveness price significant affected, and the quality of the product is significant influence Carl's Junior consumer satisfaction.*

*The research led to the conclusion that overall price attractiveness and product quality, average good price and quality of good products influence consumer satisfaction. The majority of Carl’s Junior consumers are students. And then when applications are used to make the younger generation easier with promotion cashback.*