***ABSTRACT***

Nathaniel Kevin / 24140183 / 2018 / *The Effect of Product Quality and Service Quality on Customer Satisfaction at Shaburi Restaurant Kelapa Gading / Advisor* : Lily Harjati, Ir, M.M.

*Business people must pay attention to product quality and service quality. Product quality and service quality play an important role in the success of the company to be able to compete which will create value for customer satisfaction. Consumer satisfaction will be the goal for all organizations to meet consumer needs so that it becomes a source of sustainable competitiveness. From the consumer's point of view, there are many considerations and consumer rights that are neglected to consider too high prices, faster and inhospitable services, adverse promotions, and low quality products and services. The difference between the expectation and the reality obtained by the consumer, if it is not well anticipated by the company, will backfire for the company itself.*

*The theories used in this research are product quality theory, service quality theory, and consumer satisfaction theory. There are nine dimensions that affect product quality, there are five dimensions that affect service quality and there are four dimensions that affect consumer satisfaction.*

*The method used in this study is non probability sampling by collecting data through questionnaires distributed to 100 respondents who are Shaburi restaurant consumers. To determine the sample, the method used is non probability sampling with judgment sampling technique. The measuring instrument used in this study is the validity test, reliability test, arithmetic mean, percentage analysis, scale range, classic assumption test, and multiple regression analysis. The tool that is used to analyze is SPSS 23.*

*The analysis shows that respondents agree that the quality of Shaburi products is in good range and respondents agree that the quality of Shaburi's service is in good range. In addition, product quality and service quality have a significant effect on customer satisfaction.*

*The conclusion of this study is that the variables of product quality and restaurant service quality variables Shaburi have a significant influence on the variable customer satisfaction.*

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