**ABSTRACT**

*Ruland Carrol Wullur / 26150482 / 2019 / Effect of Brand Image, Price Perception, and Product Quality on Customer Satisfaction of Richeese Factory in Kelapa Gading, North Jakarta. Advisor: Rita Eka Setianingsih, S.E., M.M.*

*Food is a very important requirement in human life. Without food, humans cannot survive. The food industry especially in Indonesia is experiencing very rapid development. Richeese Factory is a chain of fast-food restaurants from Indonesia with a main menu of fried chicken and cheese owned by PT Richeese Kuliner Indonesia, a subsidiary of Sari Nabati Broth. Therefore, the authors are interested in conducting research on the Effect of Brand Image, Price Perception, and Product Quality on Customer Satisfaction of Richeese Factory Kelapa Gading, North Jakarta.*

*The theory used to support this research is the definition of Brand Image, Price Perception, Product Quality, and Consumer Satisfaction. The variables used in this study were divided into two, namely Independent Variables and Dependent Variables. The independent variables used in this study are Brand Image, Price Perception, and Product Quality. While the Dependent Variable used is Consumer Satisfaction.*

*The object of this research is Richeese Factory Kelapa Gading, North Jakarta. Data collection methods in this study use the method of communication and sampling using nonprobability sampling with judgmental sampling techniques. Therefore online questionnaires were distributed through Google Docs as many as 150 respondents who had consumed Richeese Factory. The procedures used for testing the model and processing of data are the Validity and Reliability Test, Descriptive Analysis, Classical Assumption Test and Multiple Regression Analysis. The test uses the SPSS 22 application.*

*The results showed that brand image had a positive and significant effect on customer satisfaction. Price perception has a positive and significant effect on Customer Satisfaction. Product Quality has a positive and significant effect on Customer Satisfaction.*

*The conclusion of this study is that all hypothetical variables that have been shown to have a positive and significant effect.*