***ABSTRACT***

*Tia Malinda / 26189100 / 2019 / Influence the quality of service Towards consumer satisfaction D'Besto Chicken Burger on Sungai Landak Street No. 10 / Advisor: Ir. Dergibson Siagian, M.M.*

*In the current business, competition in the business of growing tight. The increasingly tight competition this demanding business to be able to maximize the performance of the company in order to compete on the market. By understanding the needs, desires, and customer demand, it will provide important input for the company to design a marketing strategy in order to create customer satisfaction Customer satisfaction is a very valuable thing for the sake of maintaining the presence of its customers. One of the business or businesses that also feel the intense business competition nowadays is fast food fried chicken. D'BESTO CHICKEN BURGER is one of the fast food fried chicken that focuses its products to fried chicken at a bargain price. D'BESTO CHICKEN BURGER in sales also constrained consumer doubts such problems will be the quality of fried chicken is cheap. The researchers believe that there are aspects that trigger the creation of a consumer's purchasing decision are service quality and consumer satisfaction. Therefore, the authors are interested in doing research on the influence of the quality of service towards consumer satisfaction D'BESTO CHICKEN BURGER on Sungai Landak Street No 10.*

*The theory being used to support writing this is the definition of services, service quality, and customer satisfaction. Then supported by theories about the relationship between the services, service quality, and customer satisfaction.*

*The object of the research is D'BESTO CHICKEN BURGER. The sample of this research are those who consume products D'BESTO CHICKEN BURGER. Sampling technique is a Non-Probability Sampling with Judgement Sampling. Collection of samples is done by spreading the questionnaire directly to customers D'BESTO CHICKEN burgers to earn 100 respondents. Data analysis techniques were used to test the model using the SPSS 20.0.*

*This research explains that one variable, namely the quality of services in a positive and significant effect against consumer satisfaction. So the attraction of increasing quality of service then it will increase customer satisfaction.*

*The conclusions of this research are all service quality has proven to have a positive and significant influence. Suggestions for the company D'BESTO CHICKEN BURGER to better evaluate the cleanliness of the restaurant so that the future can improve the quality of service from the company itself. Suggestions for the next researcher to add variable pricing, products, and locations so that research can be a complete and good.*