*ABSTRACT*

Vinna Anggraini/25150560/2019/*The Influence of Quality of Service And Brand Image of The Consumer Satisfaction A&W Kelapa Gading Branch, North Jakarta*/Advisor : Dr. Tony Sitinjak, M.M .

*In this life, humans need various needs, the most important of which is primary needs. Food is a need that must be fulfilled and if it is not fulfilled it will disrupt the survival of human beings themselves. The increasing population in the world also demands an increase in the food industry. In addition to rapidly increasing population growth, a lifestyle that is influenced by globalization is also the reason why the food industry in Indonesia is increasingly moldy. In the past, Indonesian people were accustomed to cooking their own food, but with the development of the times everything changed so quickly. Fast food restaurant (fast food) is one proof of this globalization, people prefer food that serve fast, easy and affordable. , many restaurants that serve fast food make every producer must be able to maintain customer satisfaction through the right quality of service and brand image. This study aims to analyze the influence of service quality and brand image on customer satisfaction of the Kelapa Gading restaurant A & W restaurant, North Jakarta.*

*Service quality consists of five dimensions are Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence (Tangibles). While Brand Image consists of five dimensions namely Brand Identity, Brand Personality, Brand Association or brand association, Brand attitude or brand attitude and behavior, and Brand benefit and competence. Consumer satisfaction is the level at which a product or service provides or provides a level of pleasure / satisfaction related to meeting consumption. In other words it is a level where product performance exceeds consumer expectations.*

*The object of this research is A&W Kelapa Gading branch, North Jakarta. Data collection techniques used are communication techniques using questionnaires distributed to 115 respondents, namely individuals who have consumed A & W. I use Google Docs, where respondents can fill out questionnaires online via the internet. The measuring instruments used in this study are validity test, reliability test, descriptive analysis, classic assumption test, and multiple linear regression analysis test. The tool used to analyze data is SPSS 20.*

*The results of the analysis indicate that respondents agreed that the quality of service and brand image of A&W restaurant is good. The research has received results that the quality of service and brand image positively affect consumer satisfaction.*

*The conclusion of this research is variable quality of service and brand image effect positively and significantly towards the consumer satisfaction of A&W Kelapa Gading branch, North Jakarta.*