**ABSTRACT**

Wafieuddin Ahmad / 20150499 / 2019/ *The Influence of Product Quality and Service Quality on Customer Satisfaction at Pizza Hut Kelapa Gading Mall North Jakarta* / Dr. Bilson Simamora,M.M.

*The restaurant industry is one promosing business. However the competition in the restaurant industry is currently growing rapidly, especially with the various choices of services, product and prices offered which are the choice of the company try to fulfil the needs and desires of consumers. Therefore, researchers are interested in conducting research entitled. The Influence of Product Quality and Service Quality to Customer Satisfaction at Pizza Hut Mall Kelapa Gading.*

*The theories used to support this research are Product Quality, Service Quality, and Customer Satisfaction. The variables is divided into two types, indipendent and dependent variable. Indipendent variabel is the Product Quality and Service Quality variabel, dependen variabel is the Customer Satisfaction.*

*The object of the research is Pizza Hut Mall Kelapa Gading, North Jakarta. The method used in this study is descriptive analysis with technique multiple regression analysis. Data collection was carried out by share questionnaires to 100 samples of consumers of Pizza Hut Mall Kelapa Gading. Sampling is done by non-probability sampling method with judgment sampling technique.*

*Product Quality and Service Quality each have a significant influence on Customer Satisfaction. Research shows that customers value Product Quality and Service Quality is good, and Customer Satisfaction is satisfied. The results showed that of Product Quality and Service Quality to Customer Satisfaction at Pizza Hut Mall Kelapa Gading, North Jakarta.*

*The conclusion of this study is the variabel of Product Quality and Service Quality proven to influence Consumer Satisfaction in accordance with previos theories and research.*

*Keyword : Product Quality, Service Quality, Customer Satisfaction.*