

ABSTRACT

This study aims to determine the influence of Product Quality (X1) and Service Quality (X2) towards Bebek Goreng Harissa Palembang Restaurant's Customer Satisfaction (Y). The research location in Bebek Goreng Harissa Palembang Restaurant. The population in this study is the people in the Palembang city or customers who have come and bought food and beverage products at Bebek Goreng Harissa Palembang Restaurant. The sample size is 100 respondents. Data collection in this study was using interview and questionnaire method. This type of research is a case study. This research uses multiple linear regression analysis using the help of SPSS 20 program. Result of validity test with Pearson Correlation test of product quality, service quality and customer satisfaction show that r count more than r table and test result reliability test of variable quality of product, service quality and customer satisfaction have Cronbach's Alpha value above 0,06 . The results showed that product quality (X1) variables significantly and positively influence customer satisfaction (Y) at Bebek Goreng Harissa restaurant, service quality has a significantly and positively influence on customer satisfaction at Bebek Goreng Harissa Palembang restaurant.

Keywords: *Quality Products, Quality Service and Customer Satisfaction.*