

ABSTRACT

The goals of this study is to examine the effect of quality of product, quality of service, and store atmosphere to customer satisfaction of Sari Rasa Restaurant, KM.8 in Palembang City. The population in this study is the consumers of Sari Rasa Restaurant in the Palembang City. Samples determined by using purposive sampling method. The samples obtained were as much 100 respondents. The sample of this study are consumers who are making purchases at Sari Rasa Restaurants, KM.8 in Palembang City. The data analysis technique is using multiple regression analysis with the help of SPSS ver. 17. The results found that each variables of quality of product, quality of service, and store atmosphere is partially positive and significant affect to customer satisfaction

Keywords: quality of product, quality of service, store atmosphere, and customer satisfaction