

## **ABSTRACT**

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### ***EFFECT OF PRICE, LOCATION, AND SERVICE QUALITY ON CONSUMER SATISFACTION IN RESTAURANTS IN GRAND WISATA (UPNORMAL WARUNK)***

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*Keywords: Price, Location, Service Quality and Consumer Satisfactio.*

*(xii + 52 + Attachments)*

*This study aims to determine the effect of Price, Location and Quality of Service affect the satisfaction of Warunk Upnormal Grand Wisata, to determine the simultaneous Price, Loax and Service Quality of customer satisfaction Warunk Upnormal Grand Wisata To find out which variables affect the satisfaction of consumers Warunk Upnormal Grand Wisata .*

*The research sample of 80 respondents who are buyers at Warunk Upnormal Grand Wisata, research uses multiple linear regression analysis methods by collecting data using a questionnaire with a Likert scale.*

*The results of the study are that the price has no partial effect on customer satisfaction in Warunk Upnormal Grand Wisata. Location has a partial effect on customer satisfaction at Warunk Upnormal Grand Wisata. Waiter Quality partially influences consumer satisfaction in Warunk Upnormal Grand Wisata. Then the Price, Location and Quality of Service simultaneously affect customer satisfaction in Warunk Upnormal Grand Wisata. Location is the most dominant variable influencing consumer satisfaction in Warunk Upnormal Grand Wisata.*

*Bibliography (2001 - 2015)*