

ABSTRACT

The purpose of this study is to determine the effect of product quality, service quality, and location on customer satisfaction. This study used a type of quantitative research where data was obtained from the distribution of questionnaires online through Google form with a total of 105 respondents purchase and consume KFC Grand Depok City, Depok City.

The analysis method in this study uses validity tests, reality tests, simultaneous tests (F test), significance tests (t-tests), multiple regression analysis, heteroscedasticity, multicollinearity, multiple linear regression, and coefficient of determination. The sampling method of this study is non-probability sampling with purposive sampling techniques. The tool used is SPSS.

The results showed that the variables of product quality (X1), service quality (X2), and location (X3) had a simultaneous effect (test F) on customer satisfaction. Based on the results of partial tests (t-tests) variables Product quality on customer satisfaction, Service Quality on customer satisfaction, and Location on customer satisfaction, it is obtained that each independent variable affects the dependent variable, namely the customer satisfaction variable.

Keywords: Product Quality, Service Quality, Location, Customer Satisfaction

(Xii + 64 + Lampiran)

Bibliography (2010 – 2022)