

ABSTRACT

Fadel Budiman (11150633), *Relationship Between Quality Of Service To Customer Satisfaction at Restaurant Mpok Ida Depok*

The cultivation of this culinary business is often associated with increased mobility of society. It is often associated with workers or someone who is busy doing activities outside the home. To win an increasingly competitive competition, business actors are required to be able to create competitive advantage over their products and services in an effort to satisfy consumers. This study aims to determine the relationship Between Service Quality Against Customer Satisfaction at Mpok Ida Restaurant Depok. In addition the authors hope that the results of this study into a good reference and positive for the place of business. Sampling method using nonprobability sampling, with the number of samples as many as 100 respondents. Adjusted R Square is 0.458. From that value indicate that variable of satisfaction (X) influence change of customer satisfaction value of Restaurant of Mpok Ida Depok equal to 0,458 or 45,8%. While the remaining 0.542 or 54.2% influenced by other variables outside the variables used in this study.

Keywords : Quality of Service, Customer Satisfaction, Variabel