

ABSTRACT

Culinary business development in the archipelago within the next few years it has developed very rapidly. This is supported by the growing public interest in trying different kinds of culinary from across the archipelago. This spurred competition among the businessmen who wanted to build a culinary business that could spoil the consumer. Ngopi Doeloe is one of the culinary efforts are much favored by consumers. Ngopi Doeloe need to know a wide variety of factors that can memengaruhi consumers, so as to improve the quality of service Ngopi Doeloe especially those in Burangrang Bandung.

The purpose of this study was to determine the quality of service Ngopi Burangrang Doeloe Bandung, determine consumer satisfaction Ngopi Burangrang Doeloe Bandung and determine the effect of service quality on customer satisfaction Ngopi Burangrang Doeloe Bandung. This study used multiple linear regression analysis. The research method is quantitative research with descriptive research. The sampling technique used is non-probability sampling is sampling saturated with the number of respondents 60 people. Based on the results of the calculation of the partial test results obtained on the tangible (X_1) significantly, reliability (X_2) significantly, responsive (X_3) is not significant, assurance (X_4) effect is not significant, and empathy (X_5) effect is not significant. Quality of Service (X) simultaneously significant effect on Customer satisfaction (Y). Based on the results obtained that the coefficient of determination Quality of Service (X) provides simultaneous effect of 64.3% against Customer Satisfaction (Y). While the remaining 35.7% is influenced by other factors not observed in this study.

Keywords: Customer satisfaction, Quality of Service, Marketing.