ABSTRACT

Title	: THE ANALYSIS OF FACTORS WHICH INFLUENCE CUSTOMER SATISFACTION "AYAM BAKAR WONG SOLO " RESTAURANT OF SEMARANG BRANCH.
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A restaurant is a place which there is an effort for services the consumers when they buy and consume the food which provided by this restaurant. On the other hand, the restaurant expect to succeed and has a lot of customers. The factors which can satisfied its consumers is fixed a competition price with another restaurant, clean area condition, good interior and comfortable, good services, special taste which offered. The factors above, the consumers will appreciate. Will the consumers come back for joining the food or not.

The aim of the observation is to know the product quality influence (X1), price (X2), service quality (X3) for customers satisfaction "Ayam Bakar Wong Solo" restaurant of Semarang branch (Y). This observation type used *eksplanatory research* with 98 respondent who used *purpose sampling* technique. The reaching data was processed by using SPSS program, was analysed quantified and quantitative. For testing hypotheses are applied multiply simple regression statistic test, determination coefficient t test and f test.

The result of the observation showed *One*, the is a positive influence between a product quality and a satisfaction customer. It is proved by the result of testing hypothesis which used a simple regression analysis where the regression coefficient is 0,851 determination coefficient is 0,164 or 16,4% the remain 83,6 which is influence the other factors. *Two*, There is positive influence between price and the satisfaction customers. It is regression coefficient is 1,809 and its determination coefficient is 0,489 or 48,9% and the remain is 50,1% is effected the other factors. *Three*, There is positive influence between services quality and customers satisfaction. It is proved the result of hypothesis test used simple regression determination. Regression coefficient is 0,173 or 17,3% and the remain is 82,7% which is influenced the other factors. *Four*, There is positive influence between product quality, price and service quality at customer satisfaction. It is proved by hypothesis test which used multiply regession analysis where regression coeficient is 0,307 for product quality variable is 1,579 for price variable and 0,179 for service quality variable. Determination coefficient is 0,588 or 58,8% and the remain is 41,2% which is influenced the other factors. The calculation result F-calculate (44,762)>F-tabel (2,70).

The reachment result is product quality, price and service quality effect to customers satisfaction "Ayam Bakar Wong Solo" restaurant of Semarang branch. The suggestion for the restaurant owner defend continuously and protect the product quality or food and drink better by making inovations specially on food and drink.