

ABSTRACT

The purpose of this study is to know the influence of hallalness the product, product quality, and service quality to customer trust in Solaria Restaurant. Solaria Restaurant is the one of restaurant that sell the oriental food. This research method is deskriptif verifikatif. The object of this research is customer of Solaria Restaurant as much as 90 respondents. The data analysis is using path analysis, multiple correlation, and coefficient determination.

Based on the result of influence of hallalness product, product quality and service quality to customer trust simultaneously is about 184,695 and as the partial the hallalness product have the effect of 0,273, product quality about 0,402 and service quality about 0,329. At the same time the influence of hallalness product, product quality and service quality to cooperate image through customer trust in simultaneously have influence about 78,255 and as partial the hallalness product has influence about -0,021, product quality about 0,204, service quality 0,390, and customer trust about 0, 345.

Keyword: Hallalness Product, Product Quality, Service Quality, Customer Trust, Cooperate Image