ABSTRACT

This research aimed to define the influence service quality and price toward the customer satisfaction on consumer Kanaya Foodcourt. This research problem is the how was the consumer response to the service quality of Kanaya Foodcourt, how was the consumer response to the price of Kanaya Foodcourt, how was the consumer response to the customer satisfaction of Kanaya Foodcourt, and how much the service quality and price influence toward the customer satisfaction to Kanaya Foodcourt in simultaneously and partially.

The research method used to this research is descriptive method and verification by using literature review, field study, and questionnaire within 100 samples. The Sampling technique used to calculate the value of samples is the non-probability sampling. According to statistical calculation, the service quality and price contribution to the customer satisfaction is 90.5%, and the remainder contribution is influenced by other variable that no discussed in this research.

Key words: Service Quality, Price, and Customer Satisfaction