

ABSTRACT

This study aims to analyze the effect of food quality, service quality and price perceptions on customer satisfaction Olive Fried Chicken. The population used in this study is the customer who had bought at least twice, with the sample as much as 133 respondents and using the technique of non probability sampling by using purposive sampling method. The analysis tool used is Multiple Linear Regression Analysis. This analysis includes: test of validity and reliability test, descriptive statistic, hypothetical test through F test and t test and coefficient of determination analysis (R²).

Based on the analysis that has been done obtained that the hypothesis testing by using the F test can be known variable food quality, service quality and price perception affect simultaneously to customer satisfaction. The test of t test hypothesis showed that the three independent variables of food quality (X1), service quality (X2) and price perception (X3) proved positively and significantly influence dependent variable that is customer satisfaction (Y).

Keyword: *food quality, service quality, price perception and customer satisfaction.*