

ABSTRACT

This research aims to find about the influence of layout accessibility, facility cleanliness and aesthetics towards customer satisfaction. Method of collecting data using a detailed questionnaire distributed to customers who eat at Pizza Panties in the special region of Yogyakarta has four branches in the whole area of Yogyakarta. Analytical tools used in this research is the simple regression using SPSS software version 23.

Based on the analysis of the obtained results has done that accessibility, facility layout aesthetics, and cleanliness effect significantly to customer satisfaction.

Keywords: layout accessibility, facility aesthetics, cleanliness and customer satisfaction