

ABSTRACT

The purpose of this research is to analyse the influence of price perception, product attributes, tangibles, reliability, responsiveness, assurance, and empathy to customer D'cost Kemang satisfaction. The object of this research is D'cost Kemang restaurant, and the subject is D'cost Kemang restaurant customer.

This study uses non-probability sampling method to the data by distributing questionnaires to 101 respondents. The results of the questionnaires was analyzed by using multiple linear regression analysis, t-test and F-test. This study has produced five outcomes: first of all, the t-test result shows that the independent variables which includes, price perception, tangibles, reliability, responsiveness, and empathy have significant relationship to the costumer satisfaction, while product attributes and assurance has no significant correlation to the costumer satisfaction.

Therefore, in order to increase costumer satisfaction of D'cost Kemang restaurant, the company should maximize the price perception, tangibles, reliability, responsiveness, assurance, and empathy.

Keywords : price perception, product attributes, tangibles, reliability, responsiveness, assurance, empathy to customer satisfaction and D'cost Kemang