

## **ABSTRAK**

### **PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK DAN CITRA PERUSAHAAN TERHADAP KEPUASAAN PELANGGAN DI MASA COVID 19 (STUDI PADA RESTAURANT RODJO SEMARANG)**

Penelitian ini dilakukan untuk mengetahui adanya pengaruh Kualitas Layanan, Kualitas Produk, dan Citra Perusahaan terhadap kepuasan pelanggan dimasa covid 19 Pada Restaurant Rodjo Semarang. Penelitian ini dilakukan terhadap pelanggan Restaurant Rodjo Semarang. Populasi dalam penelitian ini sebanyak 100 yang disebarluaskan secara langsung kepada pelanggan yang berkunjung .Untuk mendapatkan data primer di dalam penelitian ini menggunakan kuesioner dan data sekunder diperoleh dengan melalui penelusuran literaturee. Teknik penelitian yang digunakan yaitu purposive sampling. Pengujian ini dilakukan dengan beberapa uji instrument, uji regresi berganda, uji hipotesis. Pada hasil penelitian ini membuktikan bahwa Kualitas Layanan berpengaruh positif dan signifikan , Kualitas Produk berpengaruh positif dan signifikan, Citra Perusahaan berpengaruh positif dan signifikan. Dan ketiga variabel kualitas layanan, kualitas produk, citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan , Kualitas Layanan, Kualitas Produk, Citra Perusahan, terhadap Kepuasan Pelanggan.

**Kata Kunci : Kualitas Layanan, Kualitas Produk, Citra Perusahaan dan Kepuasan Pelanggan**

## ABSTRACT

### INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY AND COMPANY IMAGE ON CUSTOMER SATISFACTION IN THE TIME OF COVID 19 (STUDY ON RESTAURANT RODJO SEMARANG)

*This research was conducted to determine the influence of Service Quality, Product Quality, and Company Image on customer satisfaction during the Covid 19 period at Restaurant Rodjo Semarang. This research was conducted on customers of Restaurant Rodjo Semarang. The population in this study were 100 which were distributed directly to visiting customers. To obtain primary data in this study used a questionnaire and secondary data was obtained by searching literaturee. The research techniquee used is purposive sampling. This test is done with several test instrument, multiple reggresion test,hypotesis testingg. The results of this study prove that Service Quality has a positive and significant effect, Product Quality has a positive and significant effect, Corporate Image has a positive and significant effect. And the three variables of service quality, product quality, company image have a positive and significant effect on customer satisfaction, service quality, product quality, company image, and customer satisfaction.*

***Keywords:*** *Service Quality, Product Quality, Company Image and then Customer Satisfaction.*