

## ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *service quality*, *food quality*, *price fairness*, *atmosphere* terhadap *customer satisfaction* pada restoran 3 Wise Monkeys. Metode survei digunakan di dalam penelitian ini. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner. Target sampel dalam penelitian ini adalah pelanggan yang pernah lebih dari 2 kali *dine-in* di 3 Wise Monkeys Senopati Jakarta dalam jangka waktu 1 tahun terakhir. Jumlah sampel yang diambil sebesar 275 sampel. Teknik pengambilan sampel dilakukan dengan *convenience sampling*. Pendekatan *Partial least Square-Structural Equation Modeling* dengan program SmartPls digunakan untuk analisis data. Hasil penelitian menunjukkan bahwa *service quality*, *food quality*, *price fairness*, *atmosphere* berpengaruh positif terhadap *customer satisfaction* pada restoran 3 Wise Monkeys.

**Kata kunci:** *service quality*, *food quality*, *price fairness*, *atmosphere*, *customer satisfaction*

## ABSTRACT

The purpose of this study was to analyze the effect of service quality, food quality, price fairness, atmosphere on customer satisfaction at 3 Wise Monkeys restaurant. The survey method was used in this study. Data collection was carried out using a questionnaire instrument. The target sample in this study were customers who had dine-in more than 2 times at 3 Wise Monkeys Senopati Jakarta in the last 1 year. The number of samples are 275 samples. The sampling technique was carried out by convenience sampling. The Partial least Square-Structural Equation Modeling approach with the SmartPls program was used for data analysis. The results showed that service quality, food quality, price fairness, atmosphere had a positive effect on customer satisfaction at 3 Wise Monkeys restaurant.

**Keywords:** *service quality*, *food quality*, *price fairness*, *atmosphere*, *customer*