

ABSTRACT

PT. Saritama Food Processing founded in 2003, is a food processing industry with its core business in producing burger buns and battering flour. Saritama values high quality products, short production time, affordable price and prompt services. In order to achieve those values, they utilize: an excellent quality management support, innovative and reliable human resources, as well as modern technology. They also implemented the ISO 9001 : 2001 and HACCP in order to create a high standard of professionalism in terms of food production and the quality management system.

A study was conducted to determine the impact of product quality and service quality to Saritama customer satisfaction and discovered how much influenced these two variables contributed to customer satisfaction. The quality product variables included the reliability and steadiness. On the other hand, service quality variable included tangible, reliability, responsiveness, assurance and empathy.

The responding study was 50 employees of KFC Indonesia who used buns product. The data analyst technician included Validation and Reliability Test, Rectangular Diagram.

The result from this study showed that the product quality and service quality affected significantly and positively towards the customer satisfaction, where the service quality variable appeared to be more dominant compared to the other variable.

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