

**THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY AND  
LOCATION ON CUSTOMER SATISFACTION AT SEBLAK ENDES  
RESTAURANT KRAKSAAN**

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**ABSTRACT**

This research is motivated by the current development of many restaurants in Kraksaan that serve similar products, namely processed foods made from crackers and noodles. One of the efforts that must be made by restaurant owners is how to maintain and increase the number of customers. This is a challenge for business people to always innovate and pay attention to service quality, product quality and location to provide customer satisfaction. Therefore, it is necessary to examine the effect of Service Quality, Product Quality and Location on Customer Satisfaction in Seblak Endes, Probolinggo Regency. The purposes of this study are (1) to analyze and test the effect of service quality, product quality and location on customer satisfaction at the Seblak Endes Restaurant, (2) to analyze and examine the effect of service quality on customer satisfaction at the Seblak Endes Restaurant, (3) To analyze and test the effect of product quality on customer satisfaction at Seblak Endes Restaurant, (4) To analyze and test the effect of location on customer satisfaction at Seblak Endes Restaurant. From the test results it can be concluded that: (1) the results simultaneously variable Service Quality, Product Quality and Location have a significant effect on Customer Satisfaction in Seblak Endes Probolinggo Regency, (2) partial results or t test that the service quality variable partially has a significant effect on customer satisfaction, (2) partial results or t test that the product quality variable partially has no significant effect on customer satisfaction, (3) partial results or t test that the location variable partially has no significant effect on customer satisfaction.

**Keywords:** Service Quality, Product Quality, Location and Customer Satisfaction.