

*The Effect On Restaurant Atmosphere, Diversified Products, And Prices Of
Customer Satisfactions In C'Bezt Tegal Besar Jember*
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ABSTRACT

The growth of franchise is now growing in Indonesia. Based on data from Indonesia Franchise Association by 2013, the number of franchises in Indonesia as many as 42 companies, as for the number of franchise reached 451 foreign companies, with details of franchise in major cities on average 17 local franchise and 25 foreign franchises. Therefore, as the evergrowing franchise, C'Bezt Tegal Besar Jember makes strategy to create an interesting restaurant atmosphere, product diversification, and an affordable price to remain competitive in an environment of powerful business competition that increasingly tight and short product cycle condition. This causes make C'Bezt Tegal Besar visited an average 100-200 people daily. This study aims the effect on restaurant atmosphere , diversified products, and prices of customer satisfactions in C'Bezt Tegal Besar Jember. Data analysis in this study use the technique of testing the classic assumption and linear multiple regression with SPSS 21.0. The results of this study that simultaneously restaurant atmosphere, product diversification, and price influential significantly to consumer satisfaction C'Bezt Tegal Besar Jember. As is also testing partially retrieved the conclusion that each variable of store atmosphere, product diversification, and price influential significantly to consumer satisfaction C'Bezt Tegal Besar Jember, as well as the most dominant variable is store atmosphere.

Keywords: *consumer satisfaction, product diversification, price and restaurant atmosphere.*

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