

ABSTRACT

Due to changes in consumer behavior and increasing societal expectations, the culinary industry has experienced rapid growth, leading to intensified competition among companies. However, despite this development, various challenges remain, including negative customer reviews that may impact customer satisfaction. Therefore, this study aims to analyze the influence of customer experience and product quality on customer satisfaction, with customer trust as a mediating variable, among customers of Jatinangor House restaurant in Semarang City.

The population in this study consists of customers who have used the services of Jatinangor House in Semarang City within the last six months. The sample size used in this study is 120 respondents. Data collection was conducted using questionnaires, and the collected data was processed and analyzed using the Structural Equation Modeling (SEM) analysis technique with AMOS 24 software.

The results indicate that customer experience and product quality positively influence customer satisfaction. Customer trust also has a positive effect on customer satisfaction. Moreover, customer trust is proven to mediate the influence of customer experience and product quality on customer satisfaction. These findings suggest that to enhance customer satisfaction, Jatinangor House in Semarang City should focus on creating a positive customer experience and improving product quality.

Keywords: Customer experience, product quality, customer trust, customer satisfaction, Jatinangor House Semarang City