

ABSTRACT

The great quantities of Catering in Semarang were the evidence that the catering service industry becomes one of the promising businesses. With so many competitors in this business lead catering entrepreneurs especially in the city of Semarang should be able to continue to compete and survive. The smart and careful catering services consumer for choosing the catering should also be spoiled with the best quality of service and physical facilities. In addition, the suitability promotions with needs also be able to give effect to the catering business for surviving and even growing.

The purpose of this study was to determine the effect of service quality on customer satisfaction, whether influence or not the physical facility upon customer satisfaction and the effect of promotions on consumer satisfaction of 36 Catering in Semarang.

The obtained results showed that service quality has positive and significant effect toward customer satisfaction of 36 Catering, physical facilities have a positive and significant effect on customer satisfaction of 36 Catering, promotions have positive and significant effect on customer satisfaction of 36 Catering, and all three have positive and significant effect on satisfaction consumers of 36 Catering Semarang.

Keywords: service quality, physical facilities, promotion, satisfaction...