

## **ABSTRACT**

*Business stalls now very attractive business people because many people are reluctant to cook for themselves due to the efficiency in terms of energy, time, and cost. In particular region residence students where many students live at home or rented boarding generally eat their daily meal at foof stalls.*

*The purpose of this study was to examine the effect of variable pricing, product quality, responsiveness dish, the waiter hospitality, comfort against to customer satisfaction and its implications on consumer loyalty. Research conducted on the customer Warung makan dan Lesehan Andhneg-Andheng Tembalang total of 110 respondents to the processing of data using SPSS software version 19.*

*The results of this study indicate that all variables are significantly positive effect on customer satisfaction and its implications on consumer loyalty. Variable comfort greatest influence on customer satisfaction and customer loyalty as their implications for the value of the variable beta is 0.469, while variable hospitality waitress giving the smallest effect on customer satisfaction and customer loyalty as their implications for the value of the variable beta is equal to 0.0064.*

*Keywords: customer loyalty, customer satisfaction, price, product quality, responsiveness dish, the waiter hospitality, comfort.*