

**THE INFLUENCE OF SERVICE AND TASTE ON WARUNG
DENOKS MSMES ON CONSUMER SATISFACTION IN
BANDAR LAMPUNG CITY**

**By
TOMAS DIMAS FERDINAN
2019112177**

ABSTRACT

The development of the world is increasingly dynamic marked by changes in the business world that are very fast and the level of competition is increasingly tight. Therefore companies need to understand how consumer behavior reacts to production, price, promotion and distribution or location. One of them is an understanding related to service and consumer interests that must always be maintained. If the service and taste received or felt are as expected, then the quality of service and taste is perceived as good and satisfying. The purpose of this study is to determine how the influence of service and taste on micro, small and medium enterprises Warung Denoks Way Halim Bandar Lampung. Data collection in this study used questionnaires, questionnaires have been tested and have met the requirements for validity and reliability. To prove the research hypothesis using the t test and f test. The results of analysis and hypothesis testing show that partially taste variables affect consumer satisfaction, while other variables also have a positive and significant effect on consumer satisfaction. And also simultaneously the variable of service, taste has a significant effect on customer satisfaction (Y)

Keywords: Influence of Service, Taste and customer satisfactio