

ABSTRACT

This study aims to identify and analyze the impact of customer experience and service quality on customer satisfaction at Rumah Makan Padang Payakumbuh. The research uses a quantitative method with a survey approach. Data were collected through questionnaires distributed to customers of Rumah Makan Padang Payakumbuh, with samples taken randomly. Data analysis employed multiple linear regression techniques to determine the relationship between independent variables (customer experience and service quality) and the dependent variable (customer satisfaction).

The findings of this study are expected to provide insights for the restaurant management in improving service quality and customer experience, ultimately enhancing customer satisfaction and loyalty to the restaurant.

Keywords: Customer Experience, Service Quality, Customer Satisfaction, Rumah Makan Padang Payakumbuh