

## ABSTRACT

*in this study, describes the effect of quality of service, product quality, satisfaction, customer loyalty and confidence in the fast food at McD and KFC. Data obtained using LISREL 8.7 method and to test the goodness of fit to get the results that explain the hypothesis.*

*the results obtained from this study, McD had a significant influence on each variable, while at the KFC there are two insignificant that the quality of services to satisfaction and satisfaction on loyalty.*

*Keywords : Service quality, Product quality, Satisfaction, and Loyalty*

