

## **Abstrack**

*This study aims to measure the effect of product quality on consumer satisfaction with atmosphere as a moderating variable in Dapur Ria Restaurant in Ternate City. The type of method used in this research is quantitative method. The population in this study is consumers who are enjoying dishes at Dapur Ria Restaurant. The sampling technique used purposive sampling method, the sample in this study was consumers whose criteria were determined by researchers, amounting to 105 respondents. The analysis technique used in this study is the validity test, reliability test, Multiple Regression Analysis (MRA) which is operated through the SPSS 16.0 for Windows program.*

**Keywords:** product quality, atmosphere, customer satisfaction