

**SERVICE QUALITY TOWARD CONSUMER SATISFACTION PURCHASING
MEAT BALL (CASE STUDY IN : “BAKSO BAKAR PAHLAWAN TRIP” MALANG)**

Muchammad Syafi’Udin¹, Budi Hartono², and Hari Dwi Utami²

¹.Student in Social Economic faculty of animal husbandry University of Brawijaya

².Lecturer in Social Economic faculty of animal husbandry University of Brawijaya

Email : usyafi2@gmail.com

ABSTRACT