Customer is the main instrument in all fields of business, one that is in the cafeteria SCC ITS which is one of hawker centers in ITS. Customers have an important role in measuring satisfaction with the products or services in all areas of business. If customer satisfaction are reached then they will make a purchase (visits) over and said good things about this place to others. Each customer has varying characteristics, ranging from demographics and behavior and to achieve customer satisfaction, the manager (management) must know in advance the characteristics of SCC cafeteria customers of ITS and the factors that affect customer satisfaction. Based on logistic regression analysis found that factors of menu variation and TV facilities and wi-fi makes the main reasons visitors come to the cafeteria causes SCC, while based on gap analysis between the expectations of respondents with the perception that is felt, the first priority is taste and price matching the appetite so that managers should pay more attention to these factors.

Keywords: customer satisfaction, logistic regression analysis, gap analysis