

ABSTRACT

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FACTORS THAT INFLUENCE CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY FOR MULTINATIONAL FAST FOOD RESTAURANT FRANCHISE SUBWAY IN INDONESIA

(xiii + 126 pages: 6 figures; 16 tables; 10 appendices)

The purpose of this research is to observe the factors that affect customer satisfaction and its impact on customer loyalty for Subway in Indonesia. Customers of the international fast food business Subway in Jabotabek provided samples for this investigation. This study surveyed 260 people using online questionnaires, which were then analyzed using the Structural Equation Model approach. The findings in this research showed that product quality, service quality and perceived price significantly affects customer satisfaction, moreover it was also found that physical environment quality did not have a significant effect towards customer satisfaction. In addition, product quality, service quality and perceived price has a significant indirect influence towards customer loyalty, and physical environment quality does not have a significant indirect influence towards customer loyalty. This research will help to improve knowledge of managerial and theoretical viewpoints, which will be useful for future research.

Keywords: *customer loyalty, customer satisfaction, product quality, service quality, physical environment quality, perceived price, food service industry*

References: 96 (1988-2022).