

ABSTRAK

Kirey E. Palit (02011190047)

ANALISIS PENGARUH *FUNCTIONALITY*, *ENJOYMENT*, *SECURITY*, *ASSURANCE*, *DESIGN*, *CONVENIENCE*, DAN *CUSTOMIZATION* TERHADAP *CUSTOMER SATISFACTION* DAN PADA AKHIRNYA *CUSTOMER LOYALTY* PADA PELANGGAN MCDONALD'S DI SURABAYA

(xv + 230 halaman: 16 gambar, 64 tabel, 4 lampiran)

Industri restoran cepat saji di Indonesia terus berkembang secara pesat. Maka dari itu, restoran-restoran cepat saji harus menciptakan suatu *competitive advantage* agar unggul di industri tersebut. Salah satu restoran cepat saji yang kerap menciptakan inovasi dan strategi unggul adalah McDonald's. Salah satu inovasi yang diciptakan adalah dengan menghadirkan *self-checkout service technology*.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *functionality*, *enjoyment*, *security*, *assurance*, *design*, *convenience*, dan *customization*, terhadap *customer satisfaction* dan pada akhirnya *customer loyalty*. Manfaat dari penelitian ini adalah untuk menambah ilmu khususnya untuk mengetahui seberapa besar pengaruh dari *functionality*, *enjoyment*, *security*, *assurance*, *design*, *convenience*, dan *customization* sehingga bisa meningkatkan *customer satisfaction* dan pada akhirnya *customer loyalty*. Penelitian ini merupakan penelitian kausal, dengan menggunakan metode kuantitatif dibantu dengan program statistik SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan teknik *snowball sampling* kepada 180 responden yang memiliki karakteristik responden 111 wanita dan responden 69 pria yang sebagian besar berumur 18-35 tahun, berdomisili di Surabaya, telah membeli makanan atau minuman dari McDonald's minimal 2 kali dalam 3 bulan terakhir, dan pernah menggunakan *self-checkout service technology* di McDonald's.

Hasil penelitian menunjukkan bahwa variabel *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty*. Kemudian variabel yang berpengaruh positif signifikan terhadap *customer satisfaction* adalah *enjoyment*, *assurance*, dan *customization* serta yang tidak berpengaruh signifikan adalah *functionality*, *security*, *design*, dan *convenience*.

Kata kunci: *functionality*, *enjoyment*, *security*, *assurance*, *design*, *convenience*, *customization*, *customer satisfaction*, *customer loyalty*, *self-checkout service technology*.

ABSTRACT

Kirey E. Palit (02011190047)

AN ANALYSIS OF THE INFLUENCE OF FUNCTIONALITY, ENJOYMENT, SECURITY, ASSURANCE, DESIGN, CONVENIENCE, AND CUSTOMIZATION ON CUSTOMER SATISFACTION AND LOYALTY AMONG MCDONALD'S CUSTOMERS IN SURABAYA

(xv + 230 pages: 16 pictures, 64 tables, 4 attachments)

The fast-food restaurant industry in Indonesia continues to grow rapidly. Therefore, fast food restaurants must create a competitive advantage in order to excel in the industry. One fast-food restaurant that often creates innovations and superior strategies is McDonald's. One of the innovations created is by presenting self-checkout service technology.

The purpose of this study is to determine the effect of functionality, enjoyment, security, assurance, design, convenience, and customization on customer satisfaction and, ultimately, customer loyalty. The benefit of this research is to increase knowledge and to find out how much influence functionality, enjoyment, security, assurance, design, convenience, and customization have so that it can increase customer satisfaction and ultimately customer loyalty. This research is a causal research, using quantitative methods assisted by the statistical program SPSS 22.0. Data collection was carried out by distributing questionnaires with the snowball sampling technique to 180 respondents who had the characteristics of 111 female respondents and 69 male respondents who were mostly aged 18-35 years, domiciled in Surabaya, had purchased food or drinks from McDonald's at least twice in the last 3 months, and had once used self-checkout service technology at McDonald's.

The results showed that the variable of customer satisfaction has a significant effect on customer loyalty. Then the variables that have a significant positive effect on customer satisfaction are enjoyment, assurance, and customization, and those that do not have a significant effect are functionality, security, design, and convenience.

Keywords: functionality, enjoyment, security, assurance, design, convenience, customization, customer satisfaction, customer loyalty, self-checkout service technology.