

ABSTRAK

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ANALISIS PENGARUH *SERVICE QUALITY*, *SERVICE ENJOYMENT*, *CLEANNESS*, *AESTHETIC*, DAN *COST* TERHADAP *SATISFACTION* DAN *LOYALTY* PADA PELANGGAN *KFC AHMAD YANI SURABAYA*
(154 halaman; 13 gambar; 37 tabel; 8 lampiran)

Permasalahan yang dihadapi oleh KFC adalah penurunan top brand indeks sebagaimana survei yang dilakukan oleh Frontier Group mulai tahun 2016-2022. Data ini menunjukkan bahwa terdapat kecenderungan loyalitas yang menurun selama periode tersebut. Upaya untuk meningkatkan loyalitas perlu dilakukan oleh KFC dan salah satu caranya adalah mengetahui variabel yang mempengaruhi loyalitas. Tujuan penelitian ini adalah menjelaskan pengaruh *service quality*, *service enjoyment*, *cleanness*, *aesthetic*, dan *cost* terhadap *satisfaction*, serta pengaruh *satisfaction* terhadap *loyalty* pada KFC Ahmad Yani Surabaya.

Penelitian adalah penelitian kausal. Variabel penelitian meliputi laten eksogen, yaitu: *service quality*, *service enjoyment*, *cleanness*, *aesthetic*, dan *cost*. Sedangkan variabel laten endogen meliputi: *satisfaction* dan *loyalty*. Sampel penelitian sebanyak 185 sampel. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan structural equation model dengan program AMOS.

Temuan dalam penelitian ini yaitu variabel yang paling mempengaruhi loyalitas adalah kepuasan. Kepuasan pelanggan di KFC dipengaruhi oleh *service quality*, *social enjoyment*, *cleanness*, *aesthetics*, dan *cost*. Kelima variabel ini secara signifikan mempengaruhi kepuasan pelanggan KFC.

Kata Kunci: Service Quality, Service Enjoyment, Cleanness, Aesthetic, Cost, Satisfaction, Loyalty, KFC Ahmad Yani

ABSTRACT

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ANALYSIS OF THE EFFECT OF SERVICE QUALITY, SERVICE ENJOYMENT, CLEANNESS, AESTHETIC, AND COST ON *SATISFACTION* AND *LOYALTY* ON KFC CUSTOMERS AHMAD YANI SURABAYA
(154 pages; 13 figures; 37 table; 8 appendixs)

The problem faced by KFC is the decline in the top brand index as per a survey conducted by Frontier Group from 2016-2022. These data indicate that there is a declining trend of *loyalty* during this period. Efforts to increase *loyalty* need to be done by KFC and one way is to find out the variables that affect *loyalty*. The purpose of this study is to explain the effect of service quality, service enjoyment, cleanness, aesthetics, and cost on *satisfaction*, as well as the effect of *satisfaction* on *loyalty* at KFC Ahmad Yani Surabaya.

Research is causal research. Research variables include exogenous latent, namely: service quality, service enjoyment, cleanness, aesthetics, and cost. While the endogenous latent variables include: *satisfaction* and *loyalty*. The research sample was 185 samples. Data collection techniques using a questionnaire. The data analysis technique uses a structural equation model with the AMOS program.

The finding in this study is that the variable that most influences *loyalty* is *satisfaction*. Customer *satisfaction* at KFC is influenced by service quality, social enjoyment, cleanness, aesthetics, and cost. These five variables significantly affect KFC customer *satisfaction*.

Keywords: Service Quality, Service Enjoyment, Cleanness, Aesthetic, Cost, *Satisfaction*, *Loyalty*, KFC Ahmad Yani