

## ABSTRACT

The Central Statistics Agency (BPS) reports that the gross domestic product (GDP) of the national food and beverage industry at current prices (ADHB) is IDR 1.12 quadrillion in 2021. This value represents 38.05% of the non-oil and gas processing industry or 6.61% of the national GDP which reached Rp. 16.97 quadrillion. When measured by GDP at constant prices (ADHK) in 2010, the food and beverage industry grew 2.54% to Rp775.1 trillion last year compared to the previous year. This achievement is better than the previous year which only grew by 1.58%, but lower than before the pandemic which grew above 7%. This achievement is also below last year's national GDP growth (<https://www.bps.go.id/>, accessed on December 12, 2022). The food and beverage industry is one of the 9 subsectors of the non-oil and gas processing industry that will record growth in 2021. Meanwhile, 8 other sub-industries from 17 sectors contracted. The GDP growth of the food and beverage industry is in line with the growth of public consumption spending on food and beverage needs (other than restaurants) of 1.44% last year compared to the previous year. This research was conducted in order to provide information and knowledge and can broaden horizons, especially in the field of management science, regarding Service Quality, Food Quality, Atmospherics, Other Customers, Price, to Customer Loyalty through Customer Satisfaction customers of Pizza Hut Festival branch in Jakarta. Research results can be a reference for the next researcher or for future research.

**IndexTerms - Service Quality, Food Quality, Atmospherics, Other Customers, Price, Customer Loyalty, Customer Satisfaction**