ABSTRAK

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MEMAHAMI LOYALITAS PELANGGAN PADA RESTORAN CEPAT SAJI DI INDONESIA (STUDI KASUS DI BURGER KING CILEDUG)
(128 halaman, 5 Figur, 20 tabel, 4 lampiran)

Dalam industri makanan cepat saji, industri dengan pertumbuhan tercepat, loyalitas pelanggan sangat penting karena terdapat banyak pesaing dan pengganti. Banyak sekali faktor yang mempengaruhi loyalitas pelanggan, beberapa di antaranya adalah, dan yang akan dibahas dalam tulisan ini adalah, kualitas pelayanan, suasana restoran, keadilan harga, negara asal, dan kepuasan pelanggan. Jumlah responden sebanyak 220 orang, berusia 18-54 tahun dan pernah ke Burger King Ciledug. Analisis data menggunakan SmartPLS 4. Hasil penelitian adalah kualitas pelayanan, suasana restoran, dan kewajaran harga berpengaruh positif terhadap kepuasan pelanggan, namun negara asal tidak berpengaruh signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan berdampak positif terhadap loyalitas pelanggan. Implikasi manajerial dalam penelitian ini adalah mendapatkan umpan balik dari pelanggan, menjadikan restoran lebih estetis, menyelenggarakan acara keterlibatan pelanggan, dan menerapkan program loyalitas. Keterbatasan dalam penelitian ini adalah model konseptual lemah hingga sedang, rentang usia responden tidak merata, dan responden hanya diambil dari Burger King Ciledug dan mungkin tidak mewakili restoran Burger King lainnya.

Kata Kunci/Keywords: Service Quality, Restaurant Atmosphere, Price Fairness, Country of Origin, Customer Satisfaction, Customer Loyalty
Referensi: 87 (2010-2023)

ABSTRACT

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UNDERSTANDING CUSTOMER LOYALTY IN THE FAST FOOD RESTAURANTS OF INDONESIA (CASE STUDY AT BURGER KING CILEDUG)
(128 pages, 5 Figures, 20 tables, 4 appendices)

Within the fast food industry, the fastest growing industry, customer loyalty is vital because there are many competitors and substitutes. There are many factors affecting customer loyalty, some of them are, and those which will be discussed in this paper are, service quality, restaurant atmosphere, price fairness, country of origin, and customer satisfaction. The number of respondents is 220, aged 18-54 and have been to Burger King Ciledug. The data is analyzed using SmartPLS 4. The result of this research is that service quality, restaurant atmosphere, and price fairness positively impacts customer satisfaction, but country of origin insignificantly affects customer satisfaction. Customer satisfaction positively impacts customer loyalty. The managerial implications in this research are to gain feedback from customers, make restaurant more aesthetic, organize customer engagement events, and implement loyalty programs. The limitations in this research are weak to moderate conceptual model, age range of respondents is uneven, and respondents are only taken from Burger King Ciledug and may not represent other Burger King restaurants.

Kata Kunci/Keywords: Service Quality, Restaurant Atmosphere, Price Fairness, Country of Origin, Customer Satisfaction, Customer Loyalty
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