

ABSTRACT

It is no doubt that one of the most growing industries in the world is Food and Beverage. The industry never fails to produce a huge amount of revenue each year, causing more entrepreneurs to enter this industry. It was predicted that every year from 2017 to 2023, the total revenue of Food and Beverage is increasing. Competition between restaurants is getting more intense. Innovations after innovations have to be created in order to attract customers. Good strategy marketing is need in order to keep up with the competition among the players in Food and Beverage Industry.

This study aims to determine how the influence of Advertisement, Food Quality, Brand Image and Service Quality on Customer Loyalty through Customer Satisfaction. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence Customer Satisfaction can have on increasing Customer Loyalty which will ultimately increase the ongoing transactions of the Flip Burger's customers in Surabaya.

This research is a causal study. The research method used is quantitative method by processing data using SPSS. Data collection was conducted by distributing questionnaires to 100 respondents with characteristics of male and female respondents aged between 18 and 60 years old, domiciled in Surabaya who have been consuming Flip Burger at least for the last 6 months.

The results showed that Advertisement variable had significantly affects Customer Satisfaction with a regression coefficient of 0.214; Food Quality variable had significant effect on Customer Satisfaction with a regression coefficient of 0.411; Brand Image variable had significant effect on Customer Satisfaction with a regression coefficient of 0.139; Service Quality variable had significant effect on Customer Satisfaction with a regression coefficient of 0.254; Customer Satisfaction variable had significant effect on Customer Loyalty with a regression coefficient of 0.356.

Key Words: *Advertising, Food Quality, Brand Image, Service Quality, Customer Satisfaction and Customer Loyalty*