ABSTRAK

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ANALISIS PENGARUH SERVICE QUALITY, FOOD QUALITY, ATMOSPHERE, DAN CUSTOMER SATISFACTION TERHADAP CUSTOMER LOYALTY PADA RESTORAN KFC BASUKI RAHMAT SURABAYA

(xiii + 72 halaman: 8 gambar, 23 tabel; 4 lampiran)

Menurunnya permintaan konsumen ini disebabkan oleh menurunnya angka produksi, banyak industri makanan dan minuman yang terpaksa memutuskan untuk berhenti melakukan produksi dan operasi. Untungnya, pembatasan sosial tidak berlangsung lama sehingga aktivitas bisa berjalan seperti semula kembali. Konsumsi dari kegiatan masyarakat pun kembali menunjukkan peningkatan.

Melihat potensi kembalinya industri makanan dan minuman ditengah pandemi seperti ini, mendorong salah satu dari sekian banyak pelaku industri makanan dan minuman, yaitu PT Fast Food Indonesia (FFI) sebagai pemegang salah satu waralaba restoran cepat saji yaitu KFC untuk melebarkan sayap mereka ke enam kota di seluruh Indonesia. Mereka berharap akan menyelesaikan proyek ini di awal kuartal IV. Meskipun telah melewati banyak tantangan, KFC tetap merupakan salah satu pemuncak dari industri.

Penelitian ini meneliti mengenai pengaruh *Service Quality, Food Quality,* dan *Atmosphere* terhadap Customer Satisfaction dan akhirnya mempengaruhi Customer Loyalty nantinya di KFC Basuki Rahmat Surabaya.

Penelitian kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada aplikasi AMOS versi 22.0. Data akan dikumpulkan dengan melakukan pengedaran kuesioner online terhadap 126 responden dengan karakteristik pria dan wanita berusia 18 - 60 tahun, berdomisili di Surabaya, serta minimal pernah melakukan pembelian di restoran KFC Basuki Rahmat sebanyak 2 kali dalam 2 tahun terakhir.

Penelitian ini menndapatkan hasil dimana ada 4 hipotesis yang keempatnya berakhir diterima.

ABSTRACT

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ANALYSIS OF THE EFFECT OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERE, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT BASUKI RAHMAT RESTAURANT SURABAYA

(xiii + 72 pages: 8 pictures, 23 tables; 4 appendices)

The decline in consumer demand was caused by the decline in production figures, many food and beverage industries were forced to decide to stop their production and operations. Fortunately, social restrictions didn't last long so activities could go back to normal. Consumption from community activities also showed an increase.

Seeing the potential for the return of the food and beverage industry in the midst of a pandemic like this, prompted one of the many food and beverage industry players, namely PT Fast Food Indonesia (FFI) as the holder of one of the fast food restaurant franchises, namely KFC, to expand their wings to six cities in Indonesia. throughout Indonesia. They hope to complete this project in the early fourth quarter. Despite having gone through many challenges, KFC remains one of the leaders of the industry.

This study examines the influence of Service Quality, Food Quality, and Atmosphere on Customer Satisfaction and ultimately affects Customer Loyalty later at KFC Basuki Rahmat Surabaya.

Causal research and quantitative methods will be used in this study by processing data on the AMOS version 22.0 application. Data will be collected by distributing online questionnaires to 126 respondents with male and female characteristics aged 18-60 years, domiciled in Surabaya, and at least have made a purchase at KFC Basuki Rahmat restaurant 2 times in the last 2 years.

This study found results where there were 4 hypotheses, all of which ended up being accepted.