

ABSTRAK

Di Indonesia sendiri sektor industri di bidang kuliner sudah marak sekali. Terbukti Indonesia memiliki banyak sekali restoran, baik itu restoran mahal maupun restoran cepat saji atau fast food. Fast food sendiri merupakan makanan yang dibuat dan disiapkan dengan cepat dan dapat langsung disajikan. Fast food juga digemari oleh kalangan anak muda, maupun para pekerja kantoran, dikarenakan kesibukan para pekerja kantoran yang terkadang lebih memilih makanan fast food yang cepat, mudah didapatkan dan bisa memesan dengan mudah melalui aplikasi online yang cepat dalam pengirimannya tanpa perlu bingung maupun repot dikala kepadatan dan kesibukan pekerjaan mereka.

Dari penelitian ini nantinya akan meneliti apakah *product perceived quality*, *service*, *environment*, *assortment*, memiliki pengaruh yang positif terhadap *loyalty* melalui *satisfaction*. KFC di megamas ini menarik untuk diteliti dikarenakan masih banyak pelanggan yang belum mengenal KFC di megamas. Diharapkan dengan adanya penelitian ini dapat membuat banyak pelanggan yang membeli produk KFC.

Penelitian ini menggunakan kuantitatif. Model penelitian ini menggunakan metode kuantitatif dengan menggunakan AMOS versi 22.0. Penelitian ini dilakukan dengan menggunakan penyebaran melalui google form kepada 150 responden yang memiliki karakteristik laki-laki dan perempuan berusia 18-60 tahun, berdomisili di Manado, membeli 2 kali dalam 1 tahun terakhir dan pernah mendapatkan referensi dari teman.

Kata Kunci: *product perceived quality*, *service*, *environment*, *assortment*, *satisfaction* dan *loyalty*.

ABSTRACT

In Indonesia, the industrial sector in the culinary field is already booming. It is proven that Indonesia has lots of restaurants, both expensive restaurants and fast food restaurants. Fast food itself is food that is made and prepared quickly and can be served immediately. Fast food is also popular among young people, as well as office workers, due to the busyness of office workers who sometimes prefer fast food that is fast, easy to get and can order easily through an online application that is fast in delivery without the need to be confused or bother when it's crowded. and their busy work.

From this research, it will be examined whether product perceived quality, service, environment, assortment have a positive influence on loyalty through satisfaction. KFC in Megamas is interesting to study because there are still many customers who don't know KFC in Megamas. It is hoped that with this research, many customers will buy KFC products.

This study uses casual. This research model uses a quantitative method using AMOS version 22.0. This research was conducted using distribution via Google form to 150 respondents who had the characteristics of men and women aged 18-60 years, domiciled in Manado, bought 2 times in the last 1 year and had received references from friends.

Keyword : *Product Perceived quality, Service, Environment, Assortment, Satisfaction dan Loyalty.*

