

ABSTRACT

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THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, GENERAL EXTERIOR, GENERAL INTERIOR ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF MCDONALD'S RESTAURANT BASUKI RAHMAT IN SURABAYA

(81 pages, 12 figures, 19 tables, 4 appendices)

Food had become one of the most important factors in people's life. One of the largest food chain in the world, McDonald's play a big role in food and beverages business. McDonald's contributes big aspect in worldwide food lifestyle. In Indonesia, McDonald's opens a restaurant located in Jl. Basuki Rahmat, Surabaya. Thus, encourage the researcher to identify the relation between service quality, product quality, general exterior, general interior and customer satisfaction and customer loyalty in McDonald's Basuki Rahmat Surabaya

One hundred twenty eight respondents were given questionnaire using a six-point Likert Scale. Hypotheses were analyzed using the multiple regression model. The result of this study shows that General Interior has a significant effect on Customer Satisfaction and for Service Quality, Product Quality and General Exterior do not have significant effect. However, Service Quality, Product Quality, and Customer Satisfaction have significant effect on Customer Loyalty and for General Exterior and General Interior do not have significant effect.

The recommendation was to emphasize about giving the customer the best interior accommodation to increase customer satisfaction and increase service quality, product quality, and customer satisfaction to increase customer loyalty

Keywords: Service Quality, Product Quality, General Exterior, General Interior, Customer Satisfaction, Customer Loyalty.