

ABSTRAK

Windy Freshia Luhana (02619230055)

THE INFLUENCE OF PERCEIVED PRICE, QUALITY OF FOOD, QUALITY OF SERVICE, QUALITY OF THE PHYSICAL ENVIRONMENT ON CUSTOMER LOYALTY THROUGH THE MEDIATION OF SATISFACTION AND HAPPINESS OF MOMOYO PUCANG ANOM CUSTOMER IN SURABAYA

(xv + 122 halaman; 19 tabel; 7 gambar; 1 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived price, quality of food, quality of service, quality of the physical environment on customer loyalty through the mediation of satisfaction and happiness of Momoyo Pucang Anom customer in Surabaya*. Penelitian dilakukan secara kuantitatif. Data yang digunakan dari data primer dengan sampel sebanyak 101 responden. Data penelitian diolah menggunakan analisis *Partial Least Square Method* menggunakan aplikasi PLS. Hasil pengujian menemukan bahwa *perceived price, quality of food, quality of service, quality of the physical environment* berpengaruh terhadap *customer loyalty*. Penelitian juga menemukan bahwa *customer satisfaction* dan *customer happiness* juga mampu memediasi hubungan antara *perceived price, quality of food, quality of service, quality of the physical environment* pada *customer loyalty*. Pelanggan yang senang dan puas kemungkinan besar akan tetap setia, kembali lagi, dan merekomendasikan restoran tersebut ke orang lain. Sangat penting bagi para manajer untuk secara konsisten menerapkan beragam taktik untuk memenuhi kebutuhan pelanggan dan menumbuhkan rasa bahagia dan kepuasan untuk menumbuhkan loyalitas pelanggan. Hasilnya, bisnis yang kesulitan mempertahankan pelanggan dapat menghasilkan lebih banyak uang dengan mempertahankan pelanggan setia.

Kata Kunci: *Perceived Price, Quality Of Food, Quality Of Service, Quality Of Physical Environment, Customer Loyalty.*

Referensi: 40 (2004-2023)

ABSTRACT

Windy Freshia Luhana (02619230055)

THE INFLUENCE OF PERCEIVED PRICE, QUALITY OF FOOD, QUALITY OF SERVICE, QUALITY OF THE PHYSICAL ENVIRONMENT ON CUSTOMER LOYALTY THROUGH THE MEDIATION OF SATISFACTION AND HAPPINESS OF MOMOYO PUCANG ANOM CUSTOMER IN SURABAYA

(xv + 122 Pages; 19 tables; 7 figures; 1 attachment)

This research aims to determine the influence of perceived price, quality of food, quality of service, quality of the physical environment on customer loyalty through the mediation of satisfaction and happiness of Momoyo Pucang Anom customers in Surabaya. The research was conducted quantitatively. The data used is primary data with a sample of 101 respondents. Research data was processed using Partial Least Square Method analysis using the PLS application. The test results found that perceived price, quality of food, quality of service, quality of the physical environment had an influence on customer loyalty. Research also finds that customer satisfaction and customer happiness are also able to mediate the relationship between perceived price, quality of food, quality of service, quality of the physical environment on customer loyalty. Happy and satisfied customers are more likely to stay loyal, return, and recommend the restaurant to others. It is critical for managers to consistently employ a variety of tactics to meet customer needs and foster a sense of happiness and satisfaction to foster customer loyalty. As a result, businesses that have difficulty retaining customers can make more money by retaining loyal customers.

Keyword: *Perceived Price, Quality Of Food, Quality Of Service, Quality Of Physical Environment, Customer Loyalty.*

References: 40 (2004-2023)