

## ABSTRAK

Blair Mosyedayan Gideon Dumais (020112100550)

### **ANALISIS PENGARUH FOOD QUALITY, PRICE, LOCATION AND ENVIRONMENT, DAN SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA MCDONALD'S DI MANADO**

(xvi + 108 halaman; 19 gambar; 28 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Food Quality, Price, Location and Environment*, serta *Service Quality* terhadap *Customer Loyalty* dengan *Customer Satisfaction* pada pelanggan McDonald's di Manado. Penelitian menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner yang didistribusikan kepada 156 responden. Metode analisis data menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa variabel *Food Quality, Price, Location and Environment*, dan *Service Quality* memiliki pengaruh positif signifikan terhadap *Customer Satisfaction*. Selain itu, *Customer Satisfaction* terbukti berpengaruh signifikan terhadap *Customer Loyalty*. Implikasi dari penelitian ini memberikan wawasan bagi McDonald's Manado dalam meningkatkan kualitas produk, harga yang kompetitif, dan pelayanan untuk menjaga serta meningkatkan loyalitas pelanggan.

**Kata Kunci:** *Food Quality, Price, Location and Environment, Service Quality, Customer Satisfaction, Customer Loyalty.*

## **ABSTRACT**

Blair Mosyedayan Gideon Dumais (02011210055)

### ***ANALYSIS OF THE INFLUENCE OF FOOD QUALITY, PRICE, LOCATION AND ENVIRONMENT, AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT MCDONALD'S IN MANADO***

*(xvi + 108 pages; 19 figures; 28 tables; 4 appendices)*

*This study aims to analyse the effect of Food Quality, Price, Location and Environment, and Service Quality on Customer Loyalty with Customer Satisfaction for McDonald's customers in Manado. The study used quantitative methods with data collection through questionnaires distributed to 156 respondents. The data analysis method uses Partial Least Square-Structural Equation Modelling (PLS-SEM). The results showed that the variables of Food Quality, Price, Location and Environment, and Service Quality had a significant positive influence on Customer Satisfaction. In addition, Customer Satisfaction is proven to have a significant effect on Customer Loyalty. The implications of this research provide insight for McDonald's Manado in improving product quality, competitive prices, and services to maintain and increase customer loyalty.*

**Keywords:** *Food Quality, Price, Location and Environment, Service Quality, Customer Satisfaction, Customer Loyalty.*