

ABSTRAK

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ANALISIS PENGARUH *FOOD QUALITY*, *FOOD QUALITY*, *PHYSICAL ENVIRONMENT QUALITY*, *EMPLOYEE SERVICE QUALITY*, *PRICE FAIRNESS* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* & *BRAND TRUST* PADA PELANGGAN KFC DI SURABAYA

(V + 107 halaman; 9 Gambar; 40 tabel; 4 lampiran)

KFC secara aktif berinovasi dengan menu dan konsep restoran yang modern untuk mengikuti tren dan kebutuhan pasar anak muda. Penggunaan teknologi digital, seperti pemesanan online dan promosi melalui media sosial, juga memperkuat daya tariknya di kalangan generasi milenial dan Gen Z. Dengan kombinasi antara aksesibilitas, variasi menu, dan strategi pemasaran digital, KFC di Surabaya mampu menyesuaikan diri dengan gaya hidup modern anak muda, menjadikannya sebagai salah satu pemain utama dalam industri makanan cepat saji di kota ini. Penelitian memiliki tujuan untuk menganalisa pengaruh *Food Quality*, *Physical Environment Quality*, *Employee Service Quality* & *Price Fairness* terhadap *Customer Loyalty* melalui *Customer Satisfaction* & *Brand Trust* pada pelanggan KFC Surabaya. Penelitian ini menggunakan metode kuantitatif yang dibantu dengan software SPSS versi 27 serta memiliki sifat kausal. Untuk penelitian ini, data akan dikumpulkan dengan menggunakan kuesioner kepada 168 responden. Responden pada penelitian ini adalah pria dan wanita dengan rentan usia 18 hingga 60 tahun yang berdomisili di Surabaya dan pernah melakukan pembelian KFC di gerai KFC Surabaya minimal 2 kali dalam 6 bulan terakhir. Penelitian ini menemukan bahwa *Food Quality*, *Physical Environment Quality*, *Employee Service Quality*, *Price Fairness* melalui *Customer Satisfaction* & *Brand Trust* memiliki pengaruh positif terhadap *Customer Loyalty*.

Kata Kunci: *Customer Satisfaction*, *Brand Trust*, *Customer Loyalty*, *Industri makanan cepat saji*.

ABSTRACT

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ANALYSIS OF THE EFFECT OF FOOD QUALITY, FOOD QUALITY, PHYSICAL ENVIRONMENT QUALITY, EMPLOYEE SERVICE QUALITY, PRICE FAIRNESS ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION & BRAND TRUST ON KFC CUSTOMERS IN SURABAYA

(V + 107 pages; 9 figures; 40 tables; 4 appendices)

KFC is actively innovating with modern menus and restaurant concepts to follow the trends and needs of the youth market. The use of digital technology, such as online ordering and promotions through social media, also strengthens its appeal among millennials and Gen Z. With a combination of accessibility, menu variety, and digital marketing strategies, KFC in Surabaya is able to adapt to the modern lifestyle of young people, making it one of the main players in the fast food industry in this city. The study aims to analyze the effect of Food Quality, Physical Environment Quality, Employee Service Quality & Price Fairness on Customer Loyalty through Customer Satisfaction & Brand Trust on KFC Surabaya customers. This study uses a quantitative method assisted by SPSS version 27 software and has a causal nature. For this study, data will be collected using a questionnaire to 168 respondents. Respondents in this study were men and women aged 18 to 60 years who lived in Surabaya and had made KFC purchases at KFC Surabaya outlets at least 2 times in the last 6 months. This study found that Food Quality, Physical Environment Quality, Employee Service Quality, Price Fairness through Customer Satisfaction & Brand Trust have a positive influence on Customer Loyalty.

Keywords: *Customer Satisfaction, Brand Trust, Customer Loyalty, Fast Food Industry.*