

ABSTRAK

Nadilla Rahma Putri (02014210010)

**“ PENGARUH *FOOD QUALITY, PRICE, SERVICE QUALITY, WAITING TIME*,
TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION*
PELANGGAN PENTOL KEPO DI ROYAL PLAZA SURABAYA”**

(xviii + 133 halaman, 11 foto, 40 tabel, 10 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Food Quality, Price, Service Quality, Waiting Time*, terhadap *Customer Loyalty* melalui kepuasan Pelanggan Pentol Kepo di Royal Plaza Surabaya. Melalui pendekatan kuantitatif, data dikumpulkan menggunakan kuesioner daring yang disebarakan kepada 110 responden, baik pria maupun wanita berusia 18 – 60 tahun yang merupakan pelanggan Pentol Kepo di Royal Plaza Surabaya. Teknik analisis data menggunakan metode *Statistikal Package for the Social Sciens* (SPSS versi 25.0). Hasil penelitian menunjukan bahwa seluruh variable memiliki pengaruh signifikan terhadap *Customer Satisfaction*, dan pada akhirnya berpengaruh terhadap *Customer Loyalty*. Penelitian ini memberikan implikasi bagi kualitas makanan dan pelayanan terhadap kepuasan pelanggan akan menimbulkan loyalitas, yang mengindikasikan bahwa pemahaman lebih lanjut terhadap faktor – faktor ini dapat membantu Pentol Kepo dalam memperkuat perilaku pembelian pelanggan di segmen UMKM di Indonesia.

Kata kunci : *Food Quality, Price, Service Quality, Waiting Time, Customer Satisfaction, Customer Loyalty*

ABSTRACT

Nadilla Rahma Putri (02014210010)

“THE EFFECT OF FOOD QUALITY, PRICE, SERVICE QUALITY, WAITING TIME, ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION PENTOL KEPO CUSTOMER AT ROYAL PLAZA SURABAYA”

(xviii + 133 pages, 11 photos, 40 tables, 10 appendices)

This study aims to analyze the effect of Food Quality, Price, Service Quality, Waiting Time, on Customer Loyalty through customer Satisfaction Pentol Kepo at Royal Plaza Surabaya. Through a quantitative approach, data were collected using an online questionnaire distributed to 110 respondents, both men and women aged 18-60 years who are consumers of Pentol Kepo at Royal Plaza Surabaya. The data analysis technique used the Statistical Package for the Social Sciences (SPSS version 25.0) method. The results of the study showed that all variables had a significant influence on Customer Satisfaction, and ultimately influenced Customer Loyalty. This study provides implications for food quality and service on customer satisfaction will lead to loyalty, which indicates that further understanding of these factors can help Pentol Kepo in strengthening customer purchasing behavior in the MSME segment in Indonesia.

Keywords : Food Quality, Price, Service Quality, Waiting Time, Customer Satisfaction, Customer Loyalty