

ABSTRAK

Patricia Florenciana Hary Winanti (02011210024)

ANALISIS PENGARUH *FOOD QUALITY, SERVICE QUALITY, LOCATION, PRICE, VARIETY* TERHADAP *BRAND LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN PEMPEK FARINA NGINDEN SURABAYA

(xv + 106 halaman; 19 gambar; 27 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Food Quality, Service Quality, Location, Price, Variety*, terhadap *Brand Loyalty* melalui *Customer Satisfaction* pada pelanggan Pempek Farina Nginden Surabaya. Manfaat penelitian ini diharapkan dapat menambah pemahaman mengenai pengaruh *Customer Satisfaction* dalam meningkatkan *Brand Loyalty* yang dapat mendorong keputusan pelanggan dalam melakukan pembelian. Penelitian ini menggunakan metode kuantitatif dengan analisis data SmartPLS 4.1.0.8. Dalam teknik pengambilan sampel yang digunakan adalah *Non Probability Sampling* dengan metode *Snowball Sampling*. Data yang dikumpulkan melalui kuesioner kepada 108 responden dengan karakteristik responden laki-laki dan perempuan berusia 18-60 tahun, yang berdomisili di Surabaya, telah memesan atau membeli produk makanan pempek Farina Nginden Surabaya minimal dua kali dalam tiga bulan terakhir. Hasil dari penelitian menunjukkan bahwa *Customer Satisfaction* berpengaruh signifikan terhadap *Brand Loyalty* dengan koefisien regresi sebesar 0.000, *Food Quality* tidak berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi 0,124. Sementara itu, *Location* tidak berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0,116. Sedangkan *Price* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.001, *Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0,000. Sementara itu, *Variety* tidak berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0,122.

Kata Kunci : *Food Quality, Service Quality, Location, Price, Variety, Brand Loyalty, Customer Satisfaction*

Referensi: 91 (2016-2024)

ABSTRACT

Patricia Florenciana Hary Winanti (02011210024)

ANALYSIS OF THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY, LOCATION, PRICE, VARIETY IN BRAND LOYALTY THROUGH CUSTOMER SATISFACTION WITH CUSTOMERS PEMPEK FARINA NGINDEN SURABAYA

(xv + 106 pages; 19 figures; 27 tables; 4 appendices)

This research aims to analyze the influence of Food Quality, Service Quality, Location, Price, Variety affect on Brand Loyalty through Customer Satisfaction among Pempek Farina Nginden Surabaya. The benefits of this research are expected to increase understanding regarding the influence of Customer Satisfaction in increasing Brand Loyalty which can encourage customer decisions in making purchases. This research uses quantitative methods with SmartPLS 4.1.0.8 data analysis. The sampling technique used is non probability sampling with the snowball sampling method. Data was collected through questionnaires from 108 respondents with the characteristics of male and female respondents aged 18-60 years, who reside in Surabaya, who have ordered or purchased Pempek Farina Nginden Surabaya food products at least twice in the last three months. The results of the research show that Customer Satisfaction has a significant effect on Brand Loyalty with a regression coefficient of 0.000. Food Quality has no significant effect on Customer Satisfaction with a regression coefficient of 0.124. Meanwhile, Location has no significant effect on Customer Satisfaction of 0.116. Meanwhile, Price has a significant on Customer Satisfaction with a regression coefficient of 0.001, Service Quality has a significant effect on Customer Satisfaction with a regression coefficient of 0.000. Meanwhile, Variety has no significant effect on Customer Satisfaction with a regression coefficient of 0.122.

Keywords : *Food Quality, Service Quality, Location, Price, Variety, Brand Loyalty, Customer Satisfaction*

References: 91 (2016-2024)