

## ABSTRAK

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### **PENGARUH *CUSTOMER SATISFACTION*, *PERCEIVED SERVICE QUALITY*, *PERCEIVED VALUE*, DAN *BRAND IMAGE* TERHADAP *CUSTOMER LOYALTY* RESTO HOT SIDE STORY BY HANGRY**

(xiii + 128 pages; 5 figures; 13 tables; 1 appendix)

Penelitian ini bertujuan untuk menganalisis pengaruh *customer satisfaction*, *perceived service quality*, *perceived value*, dan *brand image* terhadap *customer loyalty* restoran Hot Side Story by Hangry. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui penyebaran kuesioner secara daring kepada 286 responden yang merupakan pelanggan Hangry yang telah melakukan pembelian dan konsumsi produk. Instrumen penelitian disusun dengan menggunakan skala Likert 5 poin dan dianalisis menggunakan metode Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan bantuan perangkat lunak SmartPLS versi 4. Hasil penelitian menunjukkan bahwa seluruh variabel independen, yaitu kepuasan pelanggan, kualitas layanan yang dirasakan, nilai yang dirasakan, dan citra merek, memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas layanan dan citra merek menunjukkan pengaruh paling dominan dalam membentuk loyalitas. Hasil penelitian menemukan bahwa peningkatan persepsi positif terhadap layanan dan citra perusahaan secara langsung dapat memperkuat hubungan jangka panjang dengan pelanggan. Penelitian ini memberikan kontribusi teoritis dalam pengembangan studi loyalitas pelanggan di sektor makanan dan minuman, khususnya dalam konteks bisnis cloud kitchen. Secara praktis, hasil penelitian dapat menjadi dasar bagi manajemen Hangry dalam merumuskan strategi peningkatan kualitas layanan dan penguatan citra merek untuk mempertahankan serta meningkatkan loyalitas pelanggan.

**Kata kunci:** Kepuasan Pelanggan, Kualitas Layanan, Nilai yang Dirasakan, Citra Merek, Loyalitas Pelanggan, Hot Side Story by Hangry.

Referensi: 25 (1993-2024)

## **ABSTRACT**

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*THE INFLUENCE OF CUSTOMER SATISFACTION, PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, AND BRAND IMAGE ON CUSTOMER LOYALTY OF HOT SIDE STORY BY HANGRY RESTO*

*(xiii + 128 pages; 5 figures; 13 tables; 1 appendix)*

*This study aims to analyze the influence of customer satisfaction, perceived service quality, perceived value, and brand image on customer loyalty of Hot Side Story by Hangry restaurant. The research method used is quantitative with a descriptive and verification approach. Data were collected through online questionnaires to 286 respondents who were Hangry customers who had made purchases and consumed products. The research instrument was compiled using a 5-point Likert scale and analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the help of SmartPLS version 4 software. The results showed that all independent variables, namely customer satisfaction, perceived service quality, perceived value, and brand image, have a positive and significant influence on customer loyalty. Service quality and brand image show the most dominant influence in forming loyalty. The results of the study found that increasing positive perceptions of service and company image can directly strengthen long-term relationships with customers. This study provides theoretical contributions to the development of customer loyalty studies in the food and beverage sector, especially in the context of the cloud kitchen business. Practically, the results of the study can be a basis for Hangry management in formulating strategies to improve service quality and strengthen brand image to maintain and increase customer loyalty.*

**Keywords:** *Customer Satisfaction, Service Quality, Perceived Value, Brand Image, Customer Loyalty, Hot Side Story by Hangry.*

*References: 25 (1993-2024)*