ABSTRACT

This research analyzed factors which affect customers loyalty in Mc Donald's Semarang. The research objective is to identify the certain paths which would affect the customers loyalty itself.

This research measured product quality, service quality, customer satisfaction as an antecedent to customer loyalty. In addition to that, a variety seeking needs was measured as a factor moderating the relationship between customer satisfaction and customer loyalty. The data in this researched was analyzed using Moderated Structural Equation Model (MSEM) with software Amos 16.0.

The results show that product quality and service quality have positive impact to customer satisfaction. Moreover, customer satisfaction has a positive effect on customer loyalty. Further research indicates that variety seeking proven to moderate the relationship between the needs of customer satisfaction and customer loyalty. The results of this research can be recommended as an input to the management of Mc Donald's Semarang in terms of increasing customer loyalty.

Keywords: Quality products, quality service, customer satisfaction, variety seeking needs, customer loyalty.

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