ABSTRACT

The phenomenon that occurred at the Ayam Geprek Petir Restaurant was that sales of Ayam Geprek Petir Restaurant Products in the period August–November 2023 experienced an increase in sales, but after conducting sampling interviews with customers and owners of the Ayam Geprek Petir Restaurant, there were still many problems, namely the situation was inversely proportional to many reviews and complaints written on Google maps. Based on this background, it is suspected that the factors that influence customer loyalty and customer satisfaction are food quality, service quality and price fairness on customer satisfaction and influence customer loyalty.

The population used in this research was all customers of the Ayam Geprek Petir Restaurant. The sampling technique uses purposive sampling. The samples taken were 222 customers who had made direct purchases and had made repeat purchases at the Ayam Geprek Petir Restaurant in Semarang. The data collection method in this research uses a questionnaire with Google Form. The data analysis method uses SEM-PLS (structural equation modeling on partial least squares).

Food quality, service quality and price fairness have a positive effect on customer satisfaction at the Ayam Geprek Petir Restaurant. Customer satisfaction has a positive effect on customer loyalty at the Ayam Geprek Petir Restaurant. The strongest variable that can influence customer loyalty at the Ayam Geprek Petir Restaurant is the quality of the food which influences customer satisfaction and has an impact on customer loyalty at the Ayam Geprek Petir Restaurant.

Keywords: food quality, service quality, price fairness, customer satisfaction, customer loyalty.