

FAKTOR-FAKTOR YANG MEMENGARUHI  
*CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA  
RESTORAN CEPAT SAJI PIZZA HUT DI SURABAYA

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**ABSTRAK**

Banyaknya bisnis UMKM makanan dan minuman baru yang berdatangan di Indonesia, dapat menjadi pesaing bagi restoran besar seperti restoran cepat saji. Sehingga restoran cepat saji harus memperhatikan berbagai faktor yang dapat mempertahankan para konsumen agar tetap puas dan setia terhadap restorannya. Penelitian ini dilakukan untuk mengetahui faktor-faktor yang memengaruhi *customer satisfaction* dan *customer loyalty* pada restoran cepat saji Pizza Hut di Surabaya. Pengolahan data dilakukan dengan menggunakan bantuan *software Structural Equation Modeling (SEM)* dan *AMOS Graphics*. Pengumpulan data dilakukan dengan menggunakan kuesioner online dan didapat 155 responden yang telah memenuhi kriteria penelitian ini. Hasil penelitian menunjukkan adanya pengaruh positif terhadap *price, location and environment, service quality* terhadap *customer satisfaction* dan *customer satisfaction* terhadap *customer loyalty*. Sedangkan *food quality* tidak berpengaruh terhadap *customer satisfaction*.

Kata kunci: *fast food restaurant, food quality, service quality, customer satisfaction, customer loyalty*.

*FACTORS AFFECTING CUSTOMER'S SATISFACTION AND LOYALTY IN  
PIZZA HUT FAST FOOD RESTAURANT IN SURABAYA*

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**ABSTRACT**

*The amount of new food and beverage MSME businesses arriving in Indonesia can become competitors for large restaurants such as fast food restaurants. So that fast food restaurants must pay attention to various factors that can keep customer satisfied and loyal to their restaurants. This study was conducted to determine the factors that influence the customer satisfaction and customer loyalty in the fast food restaurant Pizza Hut in Surabaya. Data processing is done using software Structural Equation Modeling (SEM) analysis and AMOS Graphics. Data was collected by online questionnaires and obtained as many as 155 respondents who met the criteria of this study. The result showed that there was a positive and significant influence between price, location and environment, service quality on customer satisfaction and customer satisfaction on customer loyalty. Meanwhile, food quality have not effect on customer satisfaction.*

*Keywords: fast food restaurant, food quality, service quality, customer satisfaction, customer loyalty.*