Pengaruh *Food Quality, Price, Location and Environment,* dan *Service Quality* Terhadap *Customer Satisfaction* Pada Restoran *Fast Food* McDonald's Surabaya.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Food Quality, Price, Location and Environment, Service Quality*, dan *Customer Satisfaction* terhadap *Customer Loyalty*. Penelitian ini tergolong jenis *Basic research* dengan pendekatan kuantitatif dan menggunakan data kuesioner sebanyak 180 responden. Teknik pengambilan sampel yang dilakukan dalam penelitian ini adalah teknik *purposive sampling*. Target populasi yang dipakai pada penelitian ini adalah konsumen yang mengkonsumsi McDonald's Surabaya dalam kurun waktu maksimal bulan yang lalu, berusia minimal 18 tahun dan berdomisili di kota Surabaya, serta Pendidikan terakhir minimal SMK/SMA, Penelitian ini menggunakan analisis SEM (*Structural Equation Modeling*) dengan memakai software SPSS 26.0 dan AMOS 24.0 untuk menguji model pengukuran dan model struktural. Hasil penelitian ini menunjukkan bahwa *Food Quality* tidak berpengaruh signifikan terhadap *Customer Satisfaction* pada restoran McDonald's, Surabaya; *Price* berpengaruh signifikan terhadap *Customer Satisfaction* pada restoran McDonald's, Surabaya; *Location and Environment* berpengaruh signifikan terhadap *Customer Satisfaction* pada restoran McDonald's, Surabaya; *Service Quality* tidak berpengaruh signifikan terhadap *Customer Satisfaction* pada restoran McDonald's, Surabaya*; Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* pada restoran McDonald's, Surabaya.

Kata Kunci: *Food Quality, Price, Location and Environment, Service Quality, Satisfaction, Loyalty*

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ABSTRACT

This study aims to determine and analyze the effect of Food Quality, Price, Location and Environment, Service Quality, and Customer Satisfaction on Customer Loyalty. This research is classified as a type of Basic research with a quantitative approach and uses a data questionnaire of 180 respondents. The sampling technique used in this study was a purposive sampling technique. The target population used in this study were consumers who consumed McDonald's Surabaya within the maximum period of the past month, aged at least 18 years and domiciled in the city of Surabaya, and graduated from a minimum of SMK/SMA. This study used SEM (Structural Equation Modeling) analysis with using SPSS 26.0 and AMOS 24.0 software to test the measurement model and structural model. The results of this study indicate that Food Quality has no significant effect on Customer Satisfaction at McDonald's restaurants, Surabaya; Price has a significant effect on Customer Satisfaction at McDonald's restaurants, Surabaya; Location and Environment have a significant effect on Customer Satisfaction at McDonald's restaurants, Surabaya; Service Quality has no significant effect on Customer Satisfaction at McDonald's restaurants, Surabaya; Customer Satisfaction has a significant effect on Customer Loyalty at McDonald's restaurants, Surabaya.

Keywords: *Food Quality, Price, Location and Environment, Service Quality, Satisfaction, Loyalty*