

PENGARUH FAKTOR *SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY* DENGAN MEDIASI *CUSTOMER SATISFACTION* PADA HOKBEN INDONESIA

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ABSTRAK

Penelitian ini bertujuan menguji pengaruh *food quality*, *price*, *location environment*, *service quality* terhadap *customer satisfaction* pada *customer loyalty* pada restoran cepat saji HokBen Indonesia. Responden dalam penelitian ini adalah konsumen dari restoran cepat saji HokBen Indonesia. Data yang diambil dalam penelitian ini sebanyak 206 responden yang kemudian dianalisis menggunakan *software* IBM SPSS *Statistics* 29 dan AMOS 25. Setelah melakukan pengolahan data didapatkan hasil bahwa pengaruh *food quality*, *location environment*, *service quality* terhadap *customer satisfaction* pada restoran cepat saji HokBen Indonesia terdukung serta pengaruh *customer satisfaction* terhadap *customer loyalty* pada restoran cepat saji Hokben Indonesia terdukung.

Kata kunci: *Service quality*, *customer satisfaction*, *customer loyalty*.

***THE INFLUENCE OF SERVICE QUALITY FACTORS ON CUSTOMER
LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATOR AT
HOKBEN INDONESIA***

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ABSTRACT

This study aims to examine the influence of food quality, price, location environment, and service quality on customer satisfaction and customer loyalty at HokBen Indonesia fast food restaurants. The respondents in this study are consumers of HokBen Indonesia fast food restaurants. The data collected in this study comprises 206 respondents, which were then analyzed using IBM SPSS Statistics 29 and AMOS 25 software. After data processing, the results show that the influence of food quality, location environment, and service quality on customer satisfaction at HokBen Indonesia fast food restaurants is supported, as well as the influence of customer satisfaction on customer loyalty at HokBen Indonesia fast food restaurants is supported.

Keywords: Service quality, customer satisfaction, customer loyalty.