

Analisis kualitas pelayanan terhadap loyalitas konsumen pada bisnis Fast Food Ayam Goreng di Indonesia: studi kasus Kentucky Fried Chicken dan Texas Fried Chicken = Analysis of service quality against customer loyalty on Indonesian Fried Chicken Fast Food industry: case study Kentucky Fried Chicken and Texas Fried Chicken

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Abstrak

Tesis ini membahas mengenai hubungan antara kualitas pelayanan dengan loyalitas konsumen dengan tujuan utama menentukan faktor-faktor kualitas pelayanan yang paling dominan berpengaruh terhadap loyalitas konsumen. Penelitian ini dilakukan berdasarkan metode survey dengan menyebarkan kuesioner yang berisi pernyataan-pernyataan terkait kualitas pelayanan dan loyalitas konsumen sehingga dapat diperoleh informasi faktor-faktor dari kualitas pelayanan yang paling dominan mempengaruhi loyalitas konsumen. Hasil penelitian menyimpulkan bahwa faktor-faktor dari kualitas pelayanan yang paling berpengaruh terhadap loyalitas konsumen fast food ayam goreng di Indonesia adalah faktor reliability dan responsiveness dan menyarankan industri fast food ayam goreng di Indonesia agar memperhatikan faktor reliability dan responsiveness tersebut guna mempertahankan dan meningkatkan loyalitas konsumen.

The focus of this study is to discuss the relationship between service quality and customer loyalty with the main purpose to determine the dominant factors of service quality affecting customer loyalty. This research used survey method by collecting questioners which consist of statement about service quality and customer loyalty. Finally we can get information about the dominant factors of service quality affecting customer loyalty. This research concludes that the dominant factors of service quality affecting customer loyalty are reliability and responsiveness and this research also suggests to Indonesian fried chicken fast food industries to pay attention for these factors so that it may stabilize and raise customer loyalty.