

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT D'RAOS TOP CHICKEN AND BURGER CITEUREUP BOGOR

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Abstract

Background - The fast food restaurant business is one of the most competitive and rapidly growing businesses. D'RAOS TOP Chicken and Burger Citeureup competes with other fast food restaurant competitors.

Purpose - This study aims to analyse the effect of product quality and on customer loyalty through customer satisfaction at D'RAOS TOP Chicken and Burger Citeureup.

methodology - The sample of this study were 100 respondents of D'RAOS TOP Chicken and Burger Citeureup Bogor, with a non probability sampling technique or approach with purposive sampling method. This form of research is descriptive and verification with the path analysis method. The instrument testing method uses validity test, reliability test and classical assumption test. Data analysis using descriptive analysis, verification analysis, path analysis and Sobel Test analysis for intervening variables through the IBM SPSS Version 25.00 program.

Findings - The findings of this study indicate that partially product quality and price have a direct and positive effect on customer satisfaction. Product quality, price and customer satisfaction have a direct and positive effect on customer loyalty. Product quality and price also have an indirect and positive effect on customer loyalty through customer satisfaction.

Originality - It is hoped that this research will be able to provide benefitw as information and input for consideration for D'RAOS TOP Chicken and Burger Citeureup Bogor.

Keywords: Product Quality, Price, Customer Satisfaction, Customer Loyalty.
