

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh kepuasan konsumen terhadap kesetiaan merek pada restoran Popeye Chicken Express & Yogya Chicken. Variabel *independent* dalam penelitian ini adalah atribut-atribut pembentukan kepuasan konsumen yang meliputi; *attributes related to the product, attributes related to the service, attributes related to the purchase*. Variabel *dependent* dalam penelitian ini adalah kesetiaan merek. Subyek penelitian ini adalah pelanggan restoran Popeye Chicken Express & Yogya Chicken. Teknik pengambilan sampel menggunakan *purposive sampling* yaitu responden yang pernah melakukan pembelian di Popeye Chicken Express minimal 2 kali dan responden yang pernah melakukan pembelian di Yogya Chicken minimal 2 kali. Teknik pengumpulan data menggunakan data primer yaitu membuat kuesioner yang berisi daftar pertanyaan yang diisi oleh pelanggan restoran Popeye Chicken Express & Yogya Chicken. Analisis data menggunakan analisis regresi berganda, uji F dan uji t, uji beda *independent-sample T test*. Hasil penelitian ini adalah: (a) Terdapat pengaruh positif dan signifikan antara kepuasan konsumen yang meliputi *attributes related to the product, attributes related to the service, attributes related to the purchase* secara bersama-sama terhadap kesetiaan merek. (b) Terdapat pengaruh positif dan signifikan antara kepuasan konsumen pada *attributes related to the product* terhadap kesetiaan merek. (c) Terdapat pengaruh positif dan signifikan antara kepuasan konsumen pada *attributes related to the service* terhadap kesetiaan merek. (d) Terdapat pengaruh positif dan signifikan antara kepuasan konsumen pada *attributes related to the purchase* terhadap kesetiaan merek. (e) Terdapat perbedaan tingkat kepuasan konsumen antara restoran Popeye Chicken Express dan Yogya Chicken.

ABSTRACT

This study aimed to test the effect of customer satisfaction on brand loyalty at Popeye's Chicken Express & Yogya Chicken Restaurant. Independent variables in this study are the attributes that include the formation of customer satisfaction; attributes related to the product, attributes related to the service, attributes related to the purchase. The dependent variable in this research is brand loyalty. The subject of this research is a restaurant customer Popeye Chicken Express & Yogya Chicken. The sampling technique using a purposive sampling of respondents who never make purchases in the Popeye's Chicken Express and a minimum of two times the respondent had ever made a purchase in Yogya Chicken least two times. Data collection techniques using primary data that is create a questionnaire that lists filled out by customers Popeye's Chicken Express & Yogya Chicken Restaurant. Analysis of data using multiple regression analysis, F test and t test, different test independent-sample T test. The results of this study are: (a) There are positive and significant influence between customer satisfaction which includes attributes related to the product, attributes related to the service, attributes related to the purchase together to brand loyalty. (b) There are positive and significant influence between customer satisfaction on attributes related to the product of brand loyalty. (c) There are positive and significant influence between customer satisfaction on attributes related to the service of brand loyalty. (d) There are positive and significant influence between customer satisfaction on attributes related to the purchase on brand loyalty. (e) There are differences in the level of customer satisfaction between Popeye's Chicken Express and Yogya Chicken Restaurant.