

Bab ini akan memaparkan kesimpulan dan implikasi manajerial yang didasarkan pada hasil data yang telah dilakukan pada bab sebelumnya. Pada bab ini juga akan memaparkan keterbatasan penelitian dan saran untuk penelitian selanjutnya.

5.1 Kesimpulan

Berdasarkan tiga pertanyaan filter dan empat pertanyaan profil responden yang bertujuan untuk dapat mengetahui jumlah responden yang bisa masuk dalam kategori atau syarat dalam penelitian ini, maka dapat didapati kesimpulan:

1. Jumlah responden yang mengetahui restoran HokBen, pernah melakukan pembelian dan mengonsumsi produk restoran HokBen secara *dine in* (makan di tempat) yaitu sebanyak 142 responden.
2. Jenis kelamin responden ditemukan responden berjenis kelamin perempuan lebih banyak dibandingkan responden berjenis kelamin laki-laki, dengan jumlah wanita berjumlah 88 responden dengan persentase sebesar 62% dari total keseluruhan total responden.
3. Usia responden ditemukan bahwa usia 17- 27 tahun adalah responden mayoritas dalam penelitian ini, yaitu sebanyak 95 responden dengan persentase sebesar 66,9% dari keseluruhan total responden.
4. Pekerjaan responden ditemukan bahwa pekerjaan sebagai pelajar/mahasiswa adalah responden mayoritas dalam penelitian ini, dengan sebanyak 64 responden dengan persentase sebesar 45,1% dari keseluruhan total responden.
5. Pendapatan/ uang saku per bulan ditemukan bahwa jumlah pendapatan/ uang saku per bulan sebesar Rp 1.000.001 - Rp 3.000.000 adalah responden mayoritas dalam penelitian ini, dengan sebanyak 54 responden dengan persentase sebesar 38% dari keseluruhan total responden.

Berdasarkan dari hasil pengujian hipotesis dengan menggunakan uji regresi linear sederhana dan uji regresi linear berganda, ditemukan hasil yaitu sebagai berikut:

1. Kualitas makanan tidak berpengaruh signifikan terhadap kepuasan pelanggan.
2. Harga berpengaruh positif signifikan terhadap kepuasan pelanggan.
3. Lokasi dan lingkungan berpengaruh positif signifikan terhadap kepuasan pelanggan.
4. Kualitas layanan berpengaruh positif signifikan terhadap kepuasan pelanggan.
5. Kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian dan pembahasan yang dilakukan pada bab sebelumnya menghasilkan implikasi manajerial yaitu sebagai berikut:

1. Hasil dari pengujian hipotesis kedua, diperoleh hasil bahwa harga berpengaruh signifikan terhadap kepuasan pelanggan. Untuk meningkatkan kepuasan pelanggan dari segi harga dapat dilakukan dengan beberapa cara yaitu restoran HokBen dapat memberikan harga produk yang kompetitif dan masuk akal atau sesuai dengan kualitas dan cita rasa produk yang disediakan yang tujuannya agar pelanggan dapat merasakan kesesuaian harga dengan pengalaman yang mereka terima. Tak hanya itu, restoran HokBen harus memperbanyak sistem pembayaran yang mudah dan nyaman seperti kartu kredit. Restoran HokBen juga harus sering melakukan penawaran atau promo spesial-spesial pada hari-hari tertentu atau pada situasi seperti *bundling*, diskon, *cashback*, dan lain-lain. Hal ini bertujuan agar pelanggan merasa bahwa harga dari produk HokBen dapat bersaing dengan restoran cepat saji lainnya.
2. Hasil dari pengujian hipotesis ketiga, diperoleh hasil bahwa lokasi dan lingkungan berpengaruh signifikan terhadap kepuasan pelanggan. Untuk meningkatkan kepuasan pelanggan dari segi lokasi dan lingkungan dapat dilakukan dengan beberapa cara yaitu restoran HokBen menyediakan lahan parkir kendaraan yang baik sehingga pelanggan tidak kesulitan mencari lahan parkir, memiliki penataan tempat duduk yang nyaman dan memadai agar pelanggan dapat merasa nyaman dan betah ketika makan di outlet,

menyediakan tempat bermain untuk anak kecil agar anak-anak merasa betah dan senang ketika berkunjung ke outlet HokBen, terletak di lokasi yang strategis agar mudah dijangkau oleh pelanggan, dan memiliki dekorasi yang menarik terutama ketika memperingati hari-hari tertentu dapat menambah ornamen-ornamen khusus untuk sebagai tanda turut memperingati dan menarik perhatian pelanggan.

3. Hasil dari pengujian hipotesis keempat, diperoleh hasil bahwa kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan. Untuk meningkatkan kepuasan pelanggan dari segi kualitas layanan dapat dilakukan dengan beberapa cara yaitu karyawan restoran Hokben harus memiliki sopan, ramah, dan memiliki pengetahuan yang baik terkait produk yang disediakan. Tak hanya itu, restoran HokBen harus meningkatkan pelayanan yang cepat dan tepat.
4. Hasil dari pengujian hipotesis kelima, diperoleh hasil bahwa kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Untuk meningkatkan loyalitas pelanggan dari segi kepuasan pelanggan dapat dilakukan dengan beberapa cara yaitu restoran HokBen menyajikan produk yang sesuai dengan harganya, melakukan inovasi produk agar menu lebih bervariasi, dan menerapkan PPN yang sesuai.

5.3 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa kelemahan pada penelitian ini, yaitu sebagai berikut:

1. Pada salah satu item pertanyaan pada lokasi dan lingkungan menunjukkan ketidaksesuaian antara indikator dengan objek karena HokBen tidak menyediakan tempat bermain untuk anak kecil.
2. Variabel lokasi dan lingkungan merupakan 2 hal yang berbeda. Namun, berdasarkan penelitian oleh Uddin (2019) sebagai jurnal acuan pada penelitian ini, kedua variabel lokasi dan lingkungan menjadi satu variabel.

5.4 Saran Penelitian Kedepan

Berdasarkan kelemahan pada penelitian ini, maka terdapat saran yang diberikan peneliti kepada penelitian kedepannya, yaitu sebagai berikut:

1. Sebaiknya peneliti ke depan dapat memperhatikan setiap indikator sehingga pertanyaan yang akan diberikan kepada responden dapat sesuai dengan kehidupan nyata dan menghindari item pernyataan yang berhasil tidak *valid*.
2. Sebaiknya peneliti ke depan dapat memisahkan variabel lokasi dan lingkungan menjadi 2 variabel yang berbeda sehingga dapat menggambarkan variabel lokasi dan variabel lingkungan lebih tepat dan detail.



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LAMPIRAN 1

Kuesioner

A. Pertanyaan Filter

1. Apakah Anda mengetahui restoran HokBen
 - a. Ya
 - b. Tidak
2. Apakah Anda pernah melakukan pembelian produk di restoran HokBen setidaknya dua kali dalam setahun terakhir?
 - a. Ya
 - b. Tidak
3. Apakah Anda pernah mengonsumsi produk di restoran HokBen secara *dine in* (makan di tempat) setidaknya dua kali dalam setahun terakhir?
 - a. Ya
 - b. Tidak

B. Demografi Responden

1. Jenis Kelamin
 - a. Laki-Laki
 - b. Perempuan
2. Usia
 - a. 17-27 th
 - b. 28-38 th
 - c. 39-49 th
 - d. 50-60 th
 - e. > 60 th
3. Pekerjaan
 - a. Pelajar/ Mahasiswa
 - b. Karyawan Swasta
 - c. Pegawai Negeri Sipil

- d. Wiraswasta
- 4. Pendapatan/ Uang Saku per Bulan
 - a. < Rp 1.000.000
 - b. Rp 1.000.001 – Rp 3.000.000
 - c. Rp 3.000.001 – Rp 5.000.000
 - d. Rp 5.000.001 – Rp 7.000.000
 - e. Rp 7.000.001 – Rp 10.000.000
 - f. > Rp 10.000.000

C. Kualitas Makanan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Restoran HokBen menyajikan makanan yang sehat					
2	Makanan di restoran HokBen enak					
3	Restoran HokBen memiliki banyak varian menu					
4	Restoran HokBen menyajikan makanan yang segar					
5	Restoran HokBen menjaga suhu makanan dengan baik					

D. Harga

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Harga menu di restoran HokBen kompetitif					
2	Harga menu di restoran HokBen masuk akal					

3	Sistem pembayaran di HokBen mudah dan nyaman (seperti tunai, debit, ataupun qris)					
4	Restoran HokBen sering melakukan penawaran spesial atau penawaran pada situasi/acara tertentu					

E. Lokasi dan Lingkungan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Penataan lahan parkir mobil di restoran HokBen baik					
2	Restoran HokBen memiliki penataan tempat duduk yang memadai dan nyaman					
3	Restoran HokBen menyediakan tempat bermain untuk anak kecil					
4	Restoran HokBen terletak di lokasi yang baik					
5	Restoran HokBen memiliki dekorasi yang menarik					

F. Kualitas Layanan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Karyawan restoran HokBen sopan dan ramah					

2	Karyawan restoran HokBen memiliki pengetahuan yang baik terkait makanan dan layanan					
3	Restoran HokBen menyajikan pelayanan yang cepat dan tepat					
4	Restoran HokBen memiliki gaya layanan yang unik					

G. Kepuasan Pelanggan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya pikir saya sudah benar memilih restoran HokBen					
2	Saya merasa bahwa restoran HokBen berhasil menyajikan produk atau layanan yang sesuai dengan harganya					
3	Saya merasa puas dengan restoran HokBen					
4	Restoran HokBen memberikan Pajak Penambahan Nilai (PPN) dengan sesuai					

H. Loyalitas Pelanggan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya akan terus mengunjungi restoran HokBen di masa yang akan datang					
2	Saya akan merekomendasikan restoran HokBen kepada orang lain					

3	Menurut saya, restoran HokBen adalah alternatif restoran yang baik						
4	Saya akan mengonsumsi bermacam makanan yang tertera pada menu di restoran HokBen						



LAMPIRAN 2

Kuesioner Daring

HokBen



Pengaruh Kualitas Makanan, Harga, Lokasi dan Lingkungan, dan Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Restoran HokBen

Responden yang terhormat,

Perkenalkan saya Gabriella Christine Wibowo, mahasiswi Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya yang berjudul "Pengaruh Kualitas Makanan, Harga, Lokasi dan Lingkungan, dan Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Restoran HokBen". Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/ Ibu/ Saudara untuk mengisi kuesioner di bawah ini. Kesediaan dari Bapak/ Ibu/ Saudara sangat berarti bagi penelitian yang akan saya jalani.

Atas kesediaan dan perhatiannya, saya ucapkan terima kasih.

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Apakah Anda mengetahui restoran HokBen? *

- Ya
- Tidak



HokBen



Pengaruh Kualitas Makanan, Harga, Lokasi dan Lingkungan, dan Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Restoran HokBen

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda pernah melakukan pembelian produk di restoran HokBen setidaknya dua kali dalam setahun terakhir? *

- Ya
- Tidak

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

HokBen



Pengaruh Kualitas Makanan, Harga, Lokasi dan Lingkungan, dan Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Restoran HokBen

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 Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda pernah mengonsumsi produk di restoran Hokben secara *dine in* (makan di tempat) setidaknya dua kali dalam setahun terakhir? *

- Ya
- Tidak

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

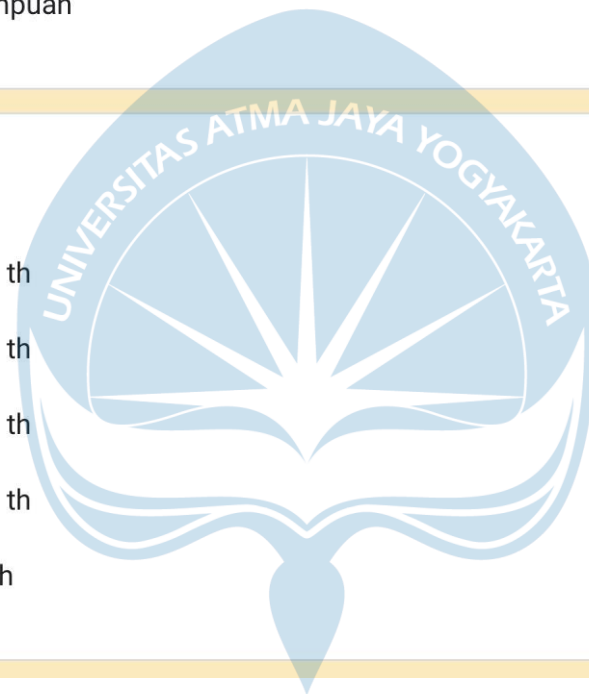
Demografi Responden

Jenis Kelamin *

- Laki-Laki
- Perempuan

Usia *

- 17-27 th
- 28-38 th
- 39-49 th
- 50-60 th
- > 60 th



Pekerjaan *

- Pelajar/ Mahasiswa
- Karyawan Swasta
- Pegawai Negeri Sipil
- Wiraswasta
- Yang lain: _____

Pendapatan/ Uang Saku per Bulan *

- < Rp 1.000.000
- Rp 1.000.001 - Rp 3.000.000
- Rp 3.000.001 - Rp 5.000.000
- Rp 5.000.001 - Rp 7.000.000
- Rp 7.000.001 - Rp 10.000.000
- > Rp 10.000.000

Kembali

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Kualitas Makanan

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Restoran HokBen menyajikan makanan yang sehat *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Makanan di restoran HokBen enak *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Restoran HokBen memiliki banyak varian menu *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen menyajikan makanan yang segar *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen menjaga suhu makanan dengan baik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Kembali

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Harga

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Harga menu di restoran HokBen kompetitif *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Harga menu di restoran HokBen masuk akal *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sistem pembayaran di HokBen mudah dan nyaman (seperti tunai, debit, ataupun qris) *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Restoran HokBen sering melakukan penawaran spesial atau penawaran pada situasi/acara tertentu *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Lokasi dan Lingkungan

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Penataan lahan parkir mobil di restoran HokBen baik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen memiliki penataan tempat duduk yang memadai dan nyaman *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen menyediakan tempat bermain untuk anak kecil *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen terletak di lokasi yang baik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen memiliki dekorasi yang menarik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Kualitas Layanan

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Karyawan restoran HokBen sopan dan ramah *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karyawan restoran HokBen memiliki pengetahuan yang baik terkait makanan dan layanan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karyawan restoran HokBen memiliki pengetahuan yang baik terkait makanan dan layanan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen menyajikan pelayanan yang cepat dan tepat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Restoran HokBen memiliki gaya layanan yang unik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Kepuasan Pelanggan

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Saya pikir saya sudah benar memilih restoran HokBen *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa bahwa restoran HokBen berhasil menyajikan produk atau layanan yang sesuai dengan harganya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa puas dengan restoran HokBen *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Restoran HokBen memberikan Pajak Penambahan Nilai (PPN) dengan sesuai *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Loyalitas Pelanggan

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Saya akan terus mengunjungi restoran HokBen di masa yang akan datang *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan merekomendasikan restoran HokBen kepada orang lain *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya, restoran HokBen adalah alternatif restoran yang baik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan mengonsumsi bermacam makanan yang tertera pada menu di restoran HokBen *


1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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LAMPIRAN 3 Kuesioner
Jurnal Utama

Constructs	Variables	Mean
Food quality	This restaurant serves healthy food. (Fq1)	6.255
	Food items are tasty. (Fq2)	6.167
	It has varieties of menus. (Fq3)	6.201
	This restaurant provides fresh food. (Fq4)	5.745
	It maintains proper food temperature. (Fq5)	5.598
Price	Price of this restaurant is competitive. (P1)	4.755
	The price is reasonable. (P2)	4.681
	The payment system is easy and convenient (i.e. cash or card). (P3)	4.892
	Often offers “special offer” or “occasional offer” (P4)	4.789
Location and environment	Car parking arrangement is good. (Le1)	5.727
	This restaurant has a sufficient and comfortable seating arrangement. (Le2)	5.863
	Existence of fun spaces for kids and youth in this restaurant. (Le3)	5.495
	Situated in good locations. (Le4)	5.902
	This restaurant is decorated attractively. (Le5)	5.652
Service quality	Staff members of this restaurant are polite/friendly. (Sq1)	5.569
	Staff members are knowledgeable about their foods and services. (Sq2)	5.495
	This restaurant provides speedy and desirable services. (Sq3)	5.525
	This restaurant has unique service style. (Sq4)	5.505
Customer satisfaction	I think I have rightly chosen this restaurant. (Cs1)	5.152
	I think this restaurant successfully provides the value of the money. (Cs2)	5.010
	I feel satisfied with this restaurant. (Cs3)	5.059
	This restaurant provides VAT (value-added tax) form properly. (Cs4)	4.985
Customer loyalty	I would continue visiting this restaurant in the future. (Cl1)	5.294
	I would recommend this restaurant to someone else. (Cl2)	5.275
	I would consume varieties of the food items mentioned in the menu of this restaurant. (Cl3)	5.338
	For me, this restaurant is the best alternative. (Cl4)	5.301



LAMPIRAN 4 Data
Responden dan Jawaban
Pertanyaan

Timestamp	Apakah Anda mengetahui restoran HokBen?	Apakah Anda pernah melakukan pembelian produk di restoran HokBen setidaknya dua kali dalam setahun terakhir?	Apakah Anda pernah mengonsumsi produk di restoran Hokben secara <i>dine in</i> (makan di tempat) setidaknya dua kali dalam setahun terakhir?	Jenis Kelamin	Usia	Pekerjaan	Pendapatan/ Uang Saku per Bulan
10/27/2023 9:50:00	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 9:52:27	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
10/27/2023 9:55:24	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
10/27/2023 9:57:49	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
10/27/2023 10:00:29	Ya	Ya	Ya	Laki-Laki	17-27 th	Wiraswasta	Rp 1.000.001 - Rp 3.000.000
10/27/2023 12:45:44	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 12:48:08	Ya	Ya	Ya	Laki-Laki	39-49 th	Pegawai Negeri Sipil	Rp 5.000.001 - Rp 7.000.000
10/27/2023 12:51:24	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
10/27/2023 12:54:52	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
10/27/2023 12:57:36	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
10/27/2023 14:55:31	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
10/27/2023 15:00:54	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
10/27/2023 15:04:04	Ya	Ya	Ya	Laki-Laki	50-60 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
10/27/2023 15:07:43	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 15:10:23	Ya	Ya	Ya	Perempuan	39-49 th	Pegawai Negeri Sipil	Rp 5.000.001 - Rp 7.000.000
10/27/2023 20:03:20	Ya	Ya	Ya	Laki-Laki	39-49 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
10/27/2023 20:06:14	Ya	Ya	Ya	Laki-Laki	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
10/27/2023 20:11:32	Ya	Ya	Ya	Laki-Laki	28-38 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:15:04	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:16:42	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
10/27/2023 20:18:21	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000

10/27/2023 20:22:17	Ya	Ya	Ya	Perempuan	39-49 th	Pegawai Negeri Sipil	Rp 5.000.001 - Rp 7.000.000
10/27/2023 20:24:00	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:25:36	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:27:22	Ya	Ya	Ya	Laki-Laki	17-27 th	Pegawai Negeri Sipil	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:28:46	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
10/27/2023 20:35:58	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:50:02	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:51:50	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
10/27/2023 20:53:40	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
11/2/2023 6:04:01	Ya	Ya	Ya	Laki-Laki	39-49 th	Karyawan Swasta	Rp 7.000.001 - Rp 10.000.000
11/2/2023 6:05:28	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 6:06:31	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/2/2023 8:13:08	Ya	Tidak					
11/2/2023 8:15:46	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 8:30:23	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 8:49:58	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	> Rp 10.000.000
11/2/2023 9:05:08	Ya	Ya	Tidak				
11/2/2023 9:16:38	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/2/2023 9:24:38	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 9:25:55	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 9:29:46	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 9:32:42	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 10:02:58	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/2/2023 10:19:49	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 10:27:32	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000

11/2/2023 11:32:09	Ya	Ya	Ya	Laki-Laki	17-27 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
11/2/2023 14:01:16	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 14:07:19	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/2/2023 14:08:16	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/2/2023 14:30:23	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 14:42:28	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/2/2023 14:55:05	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/2/2023 15:09:42	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 15:12:27	Ya	Tidak					
11/2/2023 15:48:58	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/2/2023 16:24:16	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/2/2023 16:42:01	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/2/2023 16:56:29	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
11/2/2023 17:45:34	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 18:22:20	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/2/2023 18:22:54	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 18:40:15	Ya	Tidak					
11/2/2023 19:21:47	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	> Rp 10.000.000
11/2/2023 20:20:17	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 20:23:14	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/2/2023 20:29:12	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 20:30:41	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/2/2023 21:06:09	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/2/2023 21:54:39	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/2/2023 22:02:07	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/3/2023 6:26:56	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000

11/3/2023 9:28:22	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/3/2023 11:22:23	Ya	Ya	Ya	Laki-Laki	39-49 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/3/2023 11:23:46	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/3/2023 11:30:12	Ya	Ya	Ya	Laki-Laki	39-49 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/3/2023 11:31:15	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/3/2023 11:54:50	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 1.000.001 - Rp 3.000.000
11/3/2023 13:38:53	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/3/2023 17:26:44	Ya	Tidak					
11/3/2023 17:28:42	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/3/2023 19:23:51	Ya	Ya	Ya	Laki-Laki	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/3/2023 19:44:34	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
11/4/2023 0:14:28	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/4/2023 10:33:43	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/4/2023 10:35:39	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/4/2023 10:38:10	Ya	Ya	Ya	Laki-Laki	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/4/2023 10:39:08	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/4/2023 10:49:23	Ya	Ya	Ya	Laki-Laki	39-49 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/4/2023 11:56:36	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/4/2023 13:15:38	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/4/2023 14:13:14	Ya	Ya	Ya	Perempuan	39-49 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/4/2023 14:15:51	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 1.000.001 - Rp 3.000.000
11/4/2023 14:17:50	Ya	Ya	Ya	Laki-Laki	28-38 th	Pegawai Negeri Sipil	Rp 3.000.001 - Rp 5.000.000
11/4/2023 16:47:28	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/4/2023 17:08:58	Ya	Ya	Ya	Laki-Laki	17-27 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
11/4/2023 17:10:39	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/4/2023 17:16:43	Ya	Ya	Ya	Laki-Laki	39-49 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/4/2023 17:26:13	Ya	Ya	Ya	Perempuan	17-27 th	Pegawai Negeri Sipil	Rp 3.000.001 - Rp 5.000.000
11/4/2023 18:20:14	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000

11/4/2023 18:22:08	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/4/2023 18:24:27	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/4/2023 19:09:47	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/4/2023 19:25:08	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
11/4/2023 19:26:45	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/4/2023 19:47:55	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/4/2023 21:28:48	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/4/2023 21:30:42	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/5/2023 12:25:53	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.0000
11/5/2023 12:45:58	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/5/2023 12:48:14	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/5/2023 12:49:56	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/5/2023 12:51:49	Ya	Tidak					
11/5/2023 14:02:27	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/5/2023 14:04:00	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 1.000.001 - Rp 3.000.000
11/5/2023 14:30:29	Ya	Ya	Ya	Laki-Laki	39-49 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/5/2023 15:11:00	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/5/2023 20:57:51	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/5/2023 21:50:40	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/6/2023 0:22:33	Ya	Ya	Ya	Perempuan	28-38 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/6/2023 13:26:39	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
11/6/2023 14:06:21	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 5.000.001 - Rp 7.000.000
11/6/2023 14:08:53	Ya	Tidak					
11/6/2023 14:16:36	Ya	Ya	Tidak				
11/6/2023 14:27:25	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/6/2023 14:41:33	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.000
11/6/2023 21:42:35	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 7.000.001 - Rp 10.000.000

11/6/2023 22:41:47	Ya	Ya	Ya	Laki-Laki	28-38 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/6/2023 22:52:29	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 3.000.001 - Rp 5.000.000
11/6/2023 23:02:18	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	< Rp 1.000.000
11/7/2023 0:24:53	Ya	Ya	Ya	Laki-Laki	39-49 th	Wiraswasta	> Rp 10.000.000
11/7/2023 0:30:41	Ya	Ya	Ya	Laki-Laki	17-27 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
11/7/2023 0:36:57	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/7/2023 11:37:19	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/7/2023 12:04:19	Ya	Ya	Ya	Perempuan	39-49 th	Wiraswasta	Rp 5.000.001 - Rp 7.000.000
11/7/2023 12:09:43	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
11/7/2023 20:17:47	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/7/2023 20:20:44	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/7/2023 20:58:57	Ya	Ya	Ya	Perempuan	39-49 th	Wiraswasta	Rp 7.000.001 - Rp 10.000.000
11/7/2023 21:53:08	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/7/2023 21:58:49	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/7/2023 22:00:44	Ya	Ya	Ya	Perempuan	17-27 th	Karyawan Swasta	Rp 5.000.001 - Rp 7.000.000
11/8/2023 8:31:41	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/8/2023 11:51:24	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 3.000.000
11/8/2023 11:54:02	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/8/2023 11:58:40	Ya	Ya	Ya	Laki-Laki	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/8/2023 12:07:50	Ya	Ya	Ya	Perempuan	28-38 th	Karyawan Swasta	Rp 3.000.001 - Rp 5.000.000
11/8/2023 13:11:03	Ya	Ya	Ya	Perempuan	17-27 th	Wiraswasta	Rp 1.000.001 - Rp 3.000.000
11/8/2023 13:18:40	Ya	Ya	Ya	Perempuan	17-27 th	Pelajar/ Mahasiswa	Rp 3.000.001 - Rp 5.000.000
11/8/2023 13:23:28	Ya	Ya	Ya	Laki-Laki	28-38 th	Karyawan Swasta	Rp 7.000.001 - Rp 10.000.000

Kualitas Makanan	Harga	Lokasi dan Lingkungan
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Kualitas Layanan				Kepuasan Pelanggan				Loyalitas Pelanggan			
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5	4	4	4	5	5	5	5	5	4	4	5

The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a central sunburst or starburst design within a circular frame. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path around the top of the emblem. Below the circle, there are stylized, flowing lines that resemble a flame or a drop.

LAMPIRAN 5
Hasil Olah Data SPSS

Hasil Olah Data 30 Responden

A. Kualitas Makanan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.772	5

Item Statistics

	Mean	Std. Deviation	N
KM1	4.17	.791	30
KM2	4.60	.498	30
KM3	4.23	.728	30
KM4	4.30	.837	30
KM5	4.40	.675	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	17.53	4.120	.608	.708
KM2	17.10	5.197	.553	.740
KM3	17.47	4.671	.476	.754
KM4	17.40	3.903	.634	.698
KM5	17.30	4.769	.501	.745

B. Harga

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.775	4

Item Statistics

	Mean	Std. Deviation	N
H1	4.03	.809	30
H2	4.20	.761	30
H3	4.33	.606	30
H4	4.37	.669	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	12.90	2.438	.713	.642
H2	12.73	2.823	.582	.719
H3	12.60	3.559	.422	.792
H4	12.57	3.013	.617	.703

C. Lokasi dan Lingkungan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.832	5

Item Statistics

	Mean	Std. Deviation	N
LL1	4.23	.774	30
LL2	4.40	.675	30
LL3	3.17	1.020	30
LL4	4.50	.682	30
LL5	4.37	.809	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LL1	16.43	6.254	.712	.776
LL2	16.27	6.685	.708	.783
LL3	17.50	5.845	.552	.837
LL4	16.17	6.626	.717	.780
LL5	16.30	6.631	.558	.819

D. Kualitas Layanan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.785	4

Item Statistics

	Mean	Std. Deviation	N
KL1	4.13	.819	30
KL2	4.17	.791	30
KL3	3.83	.913	30
KL4	4.23	.568	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KL1	12.23	3.151	.737	.651
KL2	12.20	3.890	.464	.795
KL3	12.53	2.947	.697	.675
KL4	12.13	4.395	.523	.773

E. Kepuasan Pelanggan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.810	4

Item Statistics

	Mean	Std. Deviation	N
KP1	4.37	.890	30
KP2	4.20	.847	30
KP3	4.20	.847	30
KP4	4.83	.379	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	13.23	2.737	.853	.635
KP2	13.40	3.352	.636	.760
KP3	13.40	3.283	.665	.745
KP4	12.77	5.082	.478	.843

F. Loyalitas Pelanggan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.771	4

Item Statistics

	Mean	Std. Deviation	N
LP1	4.13	.860	30
LP2	4.60	.770	30
LP3	4.13	.730	30
LP4	4.07	.740	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LP1	12.80	3.131	.607	.698
LP2	12.33	3.057	.768	.607
LP3	12.80	3.821	.478	.762
LP4	12.87	3.844	.458	.772

Hasil Uji Regresi Linear Sederhana

Variables Entered/Removed^a

Model	Variables	Variables	Method
	Entered	Removed	
1	KepuasanPelanggan ^b		Enter

a. Dependent Variable: LoyalitasPelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.662	.53851

a. Predictors: (Constant), KepuasanPelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.322	1	80.322	276.984	.000 ^b
	Residual	40.598	140	.290		
	Total	120.921	141			

a. Dependent Variable: LoyalitasPelanggan

b. Predictors: (Constant), KepuasanPelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.204	.237		.861	.391
	KepuasanPelanggan	.943	.057	.815	16.643	.000

a. Dependent Variable: LoyalitasPelanggan

Hasil Uji Regresi Linear Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KualitasLayanan , Harga, LokasidanLingk ungan, KualitasMakana n ^b		Enter

a. Dependent Variable: KepuasanPelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.732	.724	.42020

a. Predictors: (Constant), KualitasLayanan, Harga,

LokasidanLingkungan, KualitasMakanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.055	4	16.514	93.528	.000 ^b
	Residual	24.190	137	.177		
	Total	90.245	141			

a. Dependent Variable: KepuasanPelanggan

b. Predictors: (Constant), KualitasLayanan, Harga, LokasidanLingkungan, KualitasMakanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.568	.200		2.845	.005
	KualitasMakanan	-.012	.086	-.011	-.139	.890
	Harga	.290	.067	.294	4.328	.000
	LokasidanLingkungan	.307	.080	.300	3.832	.000
	KualitasLayanan	.347	.067	.383	5.164	.000

a. Dependent Variable: KepuasanPelanggan





LAMPIRAN 6

Jurnal Utama

Customer loyalty in the fast food restaurants of Bangladesh

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Customer
loyalty in the
fast food
restaurants

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Abstract

Purpose – The purpose of this paper is to investigate the factors influencing the satisfaction of customer and customer loyalty in the fast food restaurant industry. A theoretical model, including hypotheses, has been proposed in this study.

Design/methodology/approach – Data were assembled using convenient sampling method. The hypothesized model was verified with the data from 204 respondents. Principal component analysis and structural equation modeling approach were applied to analyze data.

Findings – The results (significant at $p < 0.01$ and $p < 0.05$) exhibited that food quality, price and service quality were positively linked to customer satisfaction. Customer satisfaction was positively associated with customer loyalty. The empirical results found a contrary association between the location and environment of restaurant and customer satisfaction.

Practical implications – The managers and owners of fast food restaurants may use the results of this study to confirm customer satisfaction and loyalty of the customer. With loyal customer groups, their businesses can be sustained and gradually grown up.

Originality/value – This study will provide guidelines for the management of fast food restaurants to formulate their business strategies in the competitive market. It will give a signal to the managers to stay focused on customer relationship management as the ultimate goal of the business.

Keywords Bangladesh, Customer loyalty, Customer satisfaction, Fast food restaurant

Paper type Research paper

1. Introduction

Customer perceived value regarding any product and service is very crucial for brand loyalty. In a service factory like a fast food restaurant, to make customer loyal is an ultimate goal by providing value-based service and food (Baker and Wakefield, 2012; Izquierdo-Yusta *et al.*, 2019). The quality of food and service, attractive price and pleasant atmosphere increase the level of satisfaction of customers (Jani and Han, 2015). Customer satisfaction achievement is the precondition for loyal customers. Managers and owners of restaurants believe that loyal customers are much valuable than casual customers even they are also customers (Espinosa *et al.*, 2018). An increased level of satisfaction leads to customer retention, and consequently, restaurants can enjoy higher profits, positive word of mouth, repetitive transactions with regular customers, lower marketing and promotional activities. Bangladesh holds 40th largest consumer market in the world. Per capita income of Bangladeshi people is more than USD1900 (equivalent to BDT1,61,500, BDT means Bangladeshi currency unit) per year. The fast food business was started in Bangladesh in the early 1990s, and in the beginning of 2000, Bangladesh had experience with international fast food brands such as Pizza Hut and KFC (Islam and Ullah, 2010). Although there are no specific statistics for the fast food restaurant business in Bangladesh, Bangladesh Bureau of Statistics provides estimated figures of national income, and it presented that hotel and restaurant industry might have 7.28 percent growth in the financial year 2018–2019. The growth rate was 7.13 percent in the fiscal year 2017–2018. The volume of business of this sector is expected to reach at BDT73.16bn in the 2018–2019 fiscal year, which was BDT68.20bn in the last fiscal year. The fast food restaurant business is a lucrative business in Bangladesh. It is a complex nature of the business because it provides product and service at the same time to the customers.



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Currently, restaurant owners are giving much attention to the loyalty of the customer because it is very much related to their business profitability. There is a dearth of research regarding customer loyalty in a service factory like fast food restaurant business in Bangladesh till date. In this study, interest was devoted to picking out the elements influencing the satisfaction of the customer and the mediating function of customer satisfaction between factors of satisfaction and loyalty of the customer.

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Loyal customers are a very crucial issue of the customer relationship management approach of an enterprise. Marketing researchers, business managers and consultants consider customer loyalty as a hot topic in the business management field (Keiningham *et al.*, 2007). Customer loyalty fosters purchase of services and products repeatedly by customers. Achievement of customer loyalty is a significant source of competitive advantage for business enterprises. Retaining the present customers is a much more successful strategy for the business enterprise, compared to attracting new customers to substitute the lost ones (Gee *et al.*, 2008). For these reasons, in the more public function-oriented and highly competitive market, service providing companies give more attention to keep an existing customer instead of attracting new customers. In the restaurant industry, it is vital to recognize how a customer decides to select a restaurant (El-Adly and Eid, 2016).

Customers always search for “a package of benefits” to fulfill their needs in a variety of capabilities (Kotler and Keller, 2016). Many fast food restaurants offer a product package that includes food and beverage. When customers seek multiple issues like food, beverage and services, they will consider all the issues to choose a restaurant (Shamah *et al.*, 2018). Therefore, it is crucial to recognize the components that satisfy the customers, so that they come back to that restaurant for another meal. Several contributions of this research will enhance values to the domain of loyalty issues in fast food restaurants. First, it will provide a discussion on loyalty issues of the customer in a fast food restaurant business. It will help managers as well as researchers to understand issues related to customer satisfaction in a fast food restaurant business. It will give guidance about what customer satisfaction is and its potential effect on customer loyalty. Without a clear understanding of factors of satisfaction and its mediating role with customer loyalty, we cannot expect the wide application of consumer behavior assessment in practice or research. Finally, it will remind practitioners to stay focused on the ultimate goal (customer loyalty) of a service factory, such as a fast food restaurant. The initial motive of this study is to discover the influencing elements of customer loyalty in the fast food restaurant business in Bangladesh. The specific objectives are as follows: to discover the influencing factors (such as food quality, price charge, place and surroundings, service quality) of customer satisfaction in the restaurant industry, and to check the mediating function of customer satisfaction between influencing elements of satisfaction and consumer loyalty relationship.

2. Literature review and hypotheses

2.1 Literature review

2.1.1 Customer loyalty in fast food restaurants. In consumer behavior and marketing literature, it has been described that individuals' purchase decisions and behavioral intentions are greatly influenced by the level of satisfaction (Brunner *et al.*, 2008; Kang *et al.*, 2015). In a service factory or a specific brand, customer satisfaction has a prominent role in determining customer loyalty (Han *et al.*, 2018). Customer satisfaction is the most significant variable than other variables in case of customer loyalty, especially for service providing factory such as a restaurant. In the restaurant industry, increasing the perceived value contributes to the customer's pleasant experience resulting in an increased level of satisfaction. An increased level of satisfaction, in turn, ensures customer loyalty (Ali *et al.*, 2018; Ryu and Han, 2010).

Understanding what creates values for the customer in the restaurant industry is an important research topic to be conducted. Market research should be undertaken to identify the specific factors that create benefits and pleasurable environment for the customer in a restaurant.

The fast food restaurant industry is a rapidly growing and complex nature of business in all over the world. Bangladesh is a developing and an overpopulated country where many people go to fast food restaurants regularly and occasionally. Building a relationship with the customer and providing quality service are essential in the restaurant industry (Saleem and Raza, 2014). Services are intangible, they cannot be measured and counted. Food is delivered in restaurants. Speed in delivery and reliability in delivery are related to food services. Customer feelings, perceptions, and expectations are more important for having loyal customers in the fast food restaurant industry. Tangible and intangible factors are essential for customer loyalty. Food category or range of food and quality of service are imperative antecedents for restaurant choice and customer loyalty (Clark and Wood, 1998; Han *et al.*, 2018).

Nowadays, customers have access to several products. Fast food restaurants provide food and services to their customers in a competitive environment. So, fast food restaurants need to establish a strong customer relationship (Mason *et al.*, 2016; Momtaz *et al.*, 2013). Customer loyalty is very crucial for establishing strong customer relationship (Al-Ansi *et al.*, 2018). Typically, the satisfied customer becomes a loyal customer (Carranza *et al.*, 2018; Espinosa *et al.*, 2018; Nguyen *et al.*, 2018). Waal and Heijden (2016) proposed eight behavioral issues for customer loyalty, but they did not mention tangible elements such as atmosphere, location, environment, etc., for customer satisfaction and loyalty in fast food restaurant. Customer self-perception regarding service quality and food quality are principal components for making satisfied customer in the fast food restaurant business (Carranza *et al.*, 2018; Shamah *et al.*, 2018). The price of service and food is also an objective factor. It should be taken under consideration in customer satisfaction and loyalty aspects. Satisfaction and loyalty are also influenced by customers' health consciousness and trust toward the restaurant (Ghoochani *et al.*, 2018). Therefore, developing a relationship with customer and customer relationship management necessitate recognizing the particular needs of the customer and arranging the marketing and related issues to meet those needs. The ultimate objective of the formation of a relationship with customers is to intensify operating and promoting competence, customer loyalty, and long-run profitability.

2.2 Theoretical arguments and hypotheses development

2.2.1 Relationship between food quality and customer satisfaction. There is a massive competition among the restaurants and other food service providing companies in the food providing and food processing industry. Satisfied customers are crucial for companies when they want to achieve the loyalty of customers and repeat purchases. Sulek and Hensley (2004) found that there was only 17 percent of repeat purchase intention among the customer. Still, they argued that other than service quality and physical setting, food quality is a crucial antecedent for customer satisfaction. The experiences achieved by the customer in restaurants become one of the fundamental factors of customer satisfaction. The quality of food has a high impact on the satisfaction of the customer and repeat patronage as well (Namkung and Jang, 2007). Fresh and quality food serving is a challenging task for restaurant businesses. The quality of food items is an important factor to make a satisfied customer. Customers and competitors both are very much concerned about quality food aspect (Ryu and Han, 2010). Based on the uniformity with the previous research, it is expected that quality of food has a positive association with customer satisfaction (Bujisic *et al.*, 2014; Dutta *et al.*, 2013; Ha and Jang,

2010). Food quality and service quality both have an association with the magnitude of customer satisfaction. Without quality food, service quality cannot ensure an increased level of satisfaction. Having quality of food and service quality may create an additional level of satisfaction to customers (Kim and Ham, 2016; Sulek and Hensley, 2004). Therefore, we propose the following hypothesis:

H1. Quality of food has a positive impact on customer satisfaction of a fast food restaurant.

2.2.2 Relationship between price and customer satisfaction. Price is determined inside the marketplace in line with the demand and delivery of a selected service or product. The perception of the customer concerning the price charging is an attribute of quality of services or products (Uddin and Akhter, 2012). Price sensitivity and the level of satisfaction and dissatisfaction are related (Kotler and Keller, 2016). Value for money, price fairness, special offer, and discounted price may result in both satisfaction and dissatisfaction of the customer. The higher price and lower perceived value compared to value for money in the restaurant business may create customer dissatisfaction (Konuk, 2015; Zielke, 2008; Uddin, 2013). Most of the people are very much concerned about the product or service price. Different level of price and awareness regarding price dimensions influence customer satisfaction. Service providing factories' authorities such as restaurant owners and managers are concerned about pricing because of the enormous interest of a number of people (Ling and Aun, 2018; Martin *et al.*, 2009). Customers have instant reactions for the increase or decrease of price regarding any product or service. Although price increases because of external factors such as an increase in the supplier side, the restaurant managers should be concerned about customer satisfaction issues. In the competitive retail market, customers' attention can be drawn using a special offer or occasional offer. Thus, the following hypothesis can be posited:

H2. Price has positive influences on customer satisfaction of fast food restaurant.

2.2.3 Relationship between location and environment and customer satisfaction. The issue "customer satisfaction" generally has received substantial attention in the marketing literature, especially in customer relationship management (Chebat *et al.*, 2014; Kwon *et al.*, 2016; Sands *et al.*, 2015). Customer satisfaction has a positive influence on some benefits such as repeated purchase, increased profit, and sustained growth of the business of retailer and service provider. Location and environment (decoration, layout, lighting, color, etc.) influence the expectations and perception of a customer, and consequently satisfaction of a customer (Lam, 2001; Kwon *et al.*, 2016). Good location and a nice atmosphere highly affect a customer's entrance into the place and emotions. Easy access restaurant and pleasant atmosphere ensure the enjoyment of the customers. If a customer perception regarding the location is good and convenient, and the environment is pleasurable, then he/she wants to spend more time and money on that place. The location and environment of a restaurant should be chosen and designed in a way that can create a positive impression and increased satisfaction. Therefore, the following can be hypothesized:

H3. Favorable customer perception regarding restaurant location and the environment has a positive impact on customer satisfaction.

2.2.4 Relationship between service quality and customer satisfaction. Customer satisfaction is a specific event-related assessment, whereas perceived service quality is referred to as a system approach that is concerned with an overall long-term evaluation of a service or a product (Cronin and Taylor, 1992; Parasuraman *et al.*, 1988; Ting, 2004). Positive perception regarding service quality fosters an increased level of customer satisfaction (Hutchinson *et al.*, 2009). According to Uddin and Akhter (2012), "The difference between customers' expectations and the real performance is reflected as perceived service quality." In a service providing industry, perceived experience about quality issues has a direct and positive

association with satisfaction (Carranza *et al.*, 2018; Nguyen *et al.*, 2018; Srivastava, 2015). Cronin and Taylor (1992) researched to find out the relationships among service quality, consumer satisfaction and purchase intentions. They found service quality as an essential determinant of satisfaction. The study of Ting (2004) was consistent with these results; he stated that service quality well describes the level of satisfaction of the customer, and there is a statistically significant association between quality of service and customer satisfaction in a service factory. Customers perceive the quality of service immediately after receiving or consumption of service, and later, they compare their experiences with their expectations. Perception regarding the quality of service, expected level of service and the gap between these two lead to level of satisfaction or dissatisfaction (Ryu and Han, 2010). So, the following hypothesis can be proposed:

H4. Quality of service has a positive impact on customer satisfaction of a fast food restaurant.

2.2.5 Relationship between customer satisfaction and customer loyalty. Service providers try to satisfy their customers by offering higher benefits for them. Generally, satisfied customers become loyal customers, reflecting their attitude and behaviors such as repeat purchase and positive recommendations to others (Ali *et al.*, 2018; Saleem and Raza, 2014). Several studies were conducted on the association concerning customer satisfaction and customer loyalty, showing the fact that satisfaction is a vital predictor for loyalty (Han *et al.*, 2018; Nam *et al.*, 2011; Sahin *et al.*, 2011). A satisfied customer stays a long time with the existing business, spends more time and money, and spreads positive word of mouth to others (Carranza *et al.*, 2018; Espinosa *et al.*, 2018; Nguyen *et al.*, 2018). The positive relationship between customer satisfaction and loyalty has been proved several times in many types of research (Al-Ansi *et al.*, 2018; Shamah *et al.*, 2018; Waal and Heijden, 2016). The impact of customer satisfaction on loyalty in the context of the fast food restaurant industry in Bangladesh is still comparatively worth examining due to the competitive and complexity of its service nature. Therefore, the following hypothesis was formulated (Figure 1):

H5. Customer satisfaction has a positive impact on customer loyalty of fast food restaurant.

3. The methodology of the study

3.1 Survey instrument

This study has followed the inferential research approach. This approach is crucial because it tested empirical data, and based on the results, it drew inferences and conclusion as well

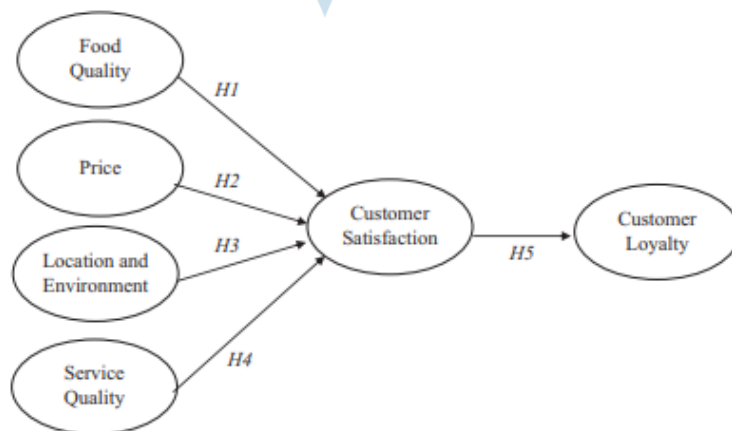


Figure 1.
Hypothesized
research model

on the population of the study. The influencing factors of the loyalty of customer in the context of the fast food restaurant industry in Bangladesh were tested in this study. The hypotheses were developed through the review of the existing literature. A questionnaire survey was conducted to collect data. The close-ended questionnaire was designed reviewing the existing literature. In total, 26 measurement items (Table AI) were adopted from several studies (e.g. Ali *et al.*, 2018; Haghghi *et al.*, 2012; Han *et al.*, 2018; Kim and Ham, 2016; Raquel, 2017; Rozekhi *et al.*, 2016; Shamah *et al.*, 2018). The respondents were confident that there was no incorrect answer. Their identification would not be disclosed to others. This research might be most effective for the researcher's academic motive.

No information could be shared with any company. Response bias was another crucial issue. To avoid it, questionnaire was developed very carefully. Short, clear and understandable questions were incorporated into the questionnaire. There were only 26 simple questions. The familiar language was used to frame the two-page questionnaire. "We" approach was used to make the questions personalized for the target respondents. There are two parts of the questionnaire. The first part uses the nominal scale to recognize the personal statistics of the respondents. The second part includes the respondents' perception of the constructs of the model of the study. All constructs have been assessed using more than one objects by way of a seven-point Likert-type scale (1 = strongly disagree, 2 = disagree, 3 = reasonably disagree, 4 = impartial, 5 = moderately agree, 6 = agree and 7 = strongly agree). On several indices of reliability, validity, discriminating power and respondent preference, a seven-point scale is preferable as compared to a five-point scale or less (Preston and Colman, 2000). Having seven points tends to be a decent balance between having enough points of discrimination while not having to keep up to several response choices.

3.2 Data and sample

In total, 600 questionnaires (having 95% confidence level, 5 percent margin of error and unknown population proportion, i.e., $p = 0.5$ (p means estimated population proportion)) were distributed in 8 divisional cities (75 questionnaires in each city) of Bangladesh. The cities were Dhaka, Chittagong, Rajshahi, Khulna, Barishal, Sylhet, Rongpur and Cumilla. Respondents of all cities were considered as a homogeneous population, that is all cities are taken under one population. Under the non-probability sampling approach, convenient sampling technique was applied to select respondents. Fast food restaurant going people were selected as respondents. Food quality, price, location, and environment and service quality are exogenous variables; customer satisfaction and customer loyalty are endogenous variables in this study. Definition of the latent constructs (exogenous and endogenous variables) is shown in Table I. Customer trust, employee behavior, restaurant size, business volume, etc., are considered as control variables. In total, 217 responses have been acquired, of which 204 have been complete and usable (response rate is 36 percent, whereas the effective response rate is about 94 percent). Incomplete responses were not taken under consideration for similar analysis. Concerning the respondents, 57 percent were men and 43 percent were women. Regarding their age, 45 percent of respondents aged up to 30 years, 31 percent aged between 31 and 40 years, 14 percent aged between 41 and 50 years and 10 percent aged above 50 years. With regard to their occupation, 16 percent of respondents were involved in government service, 47 percent were in private service, 14 percent were in business, 18 percent were housewives and 5 percent were in other professions. Concerning their education, 28 percent of respondents completed up to college level education, 38 percent completed graduation, 31 percent completed post-graduation and others were 3 percent. Also, 29 respondents were from Dhaka city (average monthly income is BDT 48,448), 26 from Chittagong (average monthly income is BDT 43,462), 26 from Rajshahi (average monthly income is BDT 39,615), 25 from Khulna (average monthly

S.No.	Constructs	Definition	Sources
1	Food quality	When anything is appropriate for usage, we mean it has quality, and in the case of food, if it is appropriate for consumption, we can say the food is quality food. Food quality depends on varieties in menu, taste, freshness, temperature, healthy options, temperature, and nutrition value	Delwiche(2004), Kim and Ham (2016), Kivela <i>et al.</i> (1999), Mason <i>et al.</i> (2016), Namkung and Jang(2007), Sulek and Hensley (2004)
2	Price	Price is defined as to obtain the product or service what the customer gives or pays to the seller of product or service provider. Consumer perception regarding price depends on some factors such as price level, price fairness, price value, price perceptibility, price advertising, special offer, promotion, etc., which influence the level of satisfaction of the consumer	Kim <i>et al.</i> (2006), Kim and Lee (2010), Kotler and Keller (2016), Perreault and McCarthy (2000), Zielke (2008)
3	Location and environment	The environment is the perception of the customers regarding the quality of their atmosphere. This perception is different for a different group of customers according to their difference (i.e. age and gender) and consumption orientation (individual consumption vs social consumption). Easy to go location and attractive environment both have a contribution to improved sales and consumer spending in the restaurant	Baker and Wakefield (2012), Jani and Han (2015), Levy and Weitz (2012), Ryu and Han (2010), Sands <i>et al.</i> (2015)
4	Service quality	Service quality indicates the opinion of the buyer or consumer regarding the supremacy of a product or service, and it is the disposition of mindset toward that products or services To assess the service quality, SERVQUAL model and SERVPERF model were proposed	Cronin and Taylor (1992), Han <i>et al.</i> (2018), Parasuraman <i>et al.</i> (1988), Uddin and Akhter (2012), Wu and Liang (2009)
5	Customer satisfaction	After consumption of any product or service, the customer's evaluation of the perceived differences between the actual value received and previously expected value is referred to as customer satisfaction. In the restaurant industry, after the consumption of food and beverage, satisfaction can be measured through the evaluation of direct consumption experiences and that is found from the comparison between actual performance and prior expectation	Caruana <i>et al.</i> (2000), Lin and Wang (2006), Nam <i>et al.</i> (2011), Shamah <i>et al.</i> (2018), Tu <i>et al.</i> (2012)
6	Customer loyalty	Loyalty is expressed through a strong commitment to repurchase or continuous purchase of a product or service. In a competitive market when the rival firms offer something or some environmental issues exist, the customer is in the position of buying same brand or brand series, and he/she is in the loyal position of that brand or brand series	Aaker (1991), Han <i>et al.</i> (2018), Jacoby (1971), Oliver (1999), Nawaz and Usman (2011)

Table I.
Constructs and
definitions

income is BDT 40,200), 23 from Barishal (average monthly income is BDT 38,478, 24 from Sylhet (average monthly income is BDT 42,083), 23 from Rongpur (average monthly income is BDT 47,174) and 28 from Cumilla city (average monthly income is BDT 43,929).

4. Analysis and findings

To avoid response bias, simple clear and brief questions were included in the questionnaire. Consequently, the response rate was more than 35 percent (36.17 percent). Completeness, correctness and the accuracy of raw data were checked. Sources of error, such as personal (respondents), instrumental and natural, were taken under consideration to reduce systemic and random errors. Respondents were selected under a convenient sampling method, that is

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only fast food restaurant going people were selected. Structural equation modeling approach was applied in this study to evaluate the model and hypotheses of the study, and the evaluation device was AMOS 17.0. Maximum likelihood method was followed for estimating a parameter. To check the goodness of the fit of the model, a measurement model and a structural model test were applied.

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4.1 Principal component analysis (PCA)

Varimax rotation and eigenvalue more than one were used in the PCA. PCA intends to explain the maximum amount of variance with the fewest number of primary components. The PCA was conducted to apprehend the fundamental association of factors data decline and to escape multicollinearity. In the PCA, cut-off point was 0.50 (absolute value less than 0.50 should be quashed), which ensures the questionnaire reliability. The number of factors was restricted to six because theoretically this study has proposed a total of six underlying factors. As suggested, through the findings of PCA, one item of "location and environment" (Le1) and one object of "customer loyalty" (Cl4) were eliminated due to the value less than 0.50. Table II presents the descriptive statistics and Cronbach's α values of the six constructs. Table III indicates the rotated factor loadings and their corresponding eigenvalues. The rule of thumb for Cronbach's α is 0.70 (Nunnally, 1978). In this study, the α values of each item are higher than the broadly diagnosed rule of thumb, thereby indicating a good internal consistency.

4.2 Measurement model

A measurement model through confirmatory factor analysis (CFA) was constructed. CFA was conducted to get a more meticulous explanation of customer loyalty. The CFA was applied to find the interrelationship among the variables in the measurement model. Several indices measures such as $\chi^2/\text{degrees of freedom}$ (χ^2/df) ratio, root-mean-square error of approximation (RMSEA), goodness of fit index (GFI), normed fit index (NFI), comparative fit index (CFI), incremental fit index (IFI) were used to assess the goodness of fit of model, as suggested by many scholars (Hair *et al.*, 2010; Iacobucci, 2010; Schumacker, 1992). Table IV presents the goodness-of-fit statistics for the measurement model and the structural model. All the measures of measurement model satisfy the suggested values. It is shown in Table IV that $\chi^2/\text{df} = 1.392$, RMSEA = 0.044, GFI = 0.901, NFI = 0.945, CFI = 0.984 and IFI = 0.984. Thus, fit indices for the model are well within the threshold levels, as recommended by Hair *et al.* (2010), Iacobucci (2010) and Schumacker (1992).

For reliability and validity, the test measurement model was further analyzed. The reliability of an item is indicated by the amount of variance of that item in the underlying construct. Although standardized loadings ≥ 0.50 are acceptable, loadings greater than 0.70 exhibit item reliability (Chin, 1998; Hair *et al.*, 2010). Construct reliability represents the degree to which an observed variable exposes an underlying factor. Value ≥ 0.70 is required for construct reliability. Item reliability and construct reliability results are shown in Table V. There is a good item reliability because the standardized loadings ranged from

Table II.
Summary statistics of
the questionnaire
survey

Constructs	No. of items	Mean	SD	α
Food quality	5	5.993	1.037	0.893
Price	4	4.779	1.182	0.929
Location and environment	4	5.728	1.090	0.888
Service quality	4	5.523	1.226	0.952
Customer satisfaction	4	5.051	1.512	0.956
Customer loyalty	3	5.302	1.319	0.928

Notes: SD, standard deviation; α , Cronbach's α ; overall $\alpha = 0.917$

No.	Food quality	Price	Location and environment	Service quality	Customer satisfaction	Customer loyalty
Fq1	0.854					
Fq2	0.872					
Fq3	0.822					
Fq4	0.784					
Fq5	0.758					
P1		0.878				
P2		0.875				
P3		0.877				
P4		0.797				
Le2			0.866			
Le3			0.660			
Le4			0.895			
Le5			0.677			
Sq1				0.884		
Sq2				0.879		
Sq3				0.843		
Sq4				0.846		
Cs1					0.920	
Cs2					0.932	
Cs3					0.916	
Cs4					0.879	
Cl1						0.850
Cl2						0.776
Cl3						0.852
Eigenvalue	8.527	4.117	2.769	1.845	1.413	1.094
Variance explained (%)	35.528	17.154	11.537	7.689	5.889	4.560

Table III.
Result of principal component analysis

	Suggested values	Measurement model values	Structural model values
χ^2/df	< 3	1.392	1.375
RMSEA	< 0.06	0.044	0.043
GFI	> 0.90	0.901	0.903
NFI	> 0.90	0.945	0.946
CFI	> 0.90	0.984	0.985
IFI	> 0.90	0.984	0.985

Table IV.
Goodness-of-fit statistics for measurement model and structural model

0.696 to 0.989. All values of construct reliability were more than the required threshold (i.e. 0.70), which indicated a high level of construct reliability.

After the assessment of the required levels of reliability of the scale, this study evaluated the scale validity. Convergent validity and discriminant validity were checked under construct validity. Convergent validity assesses the magnitude of the correlation of dimensional measures in the same concept. Calculation of average variance extracted (AVE) is suggested to assess convergent validity (Fornell and Larcker, 1981; Hair *et al.*, 2010). The higher AVE represents true indication of latent construct. The value of AVE should be more than 0.50 (Hair *et al.*, 2010). Table V presents the values of AVE for constructs ranged from 0.63 to 0.84, which surpassed the threshold value 0.50, thus ensuring the convergent validity. To assess convergent validity, *t*-statistics related to factor loadings are also taken under consideration (Rao and Troshani, 2007). Table V shows the *t*-statistics values of all items that are significant at the 0.01 level and established the convergent validity of the constructs. To test discriminant

Constructs and variables	Standardized loadings	t-statistics	Construct reliability (CR)	Average variance extracted (AVE)
<i>Food quality</i>				
Fq1	0.883	15.568**	0.89	0.63
Fq2	0.910	16.421**		
Fq3	0.751	12.228**		
Fq4	0.696	11.124**		
Fq5	0.708	11.253**		
<i>Price</i>				
P1	0.812	12.696**	0.92	0.75
P2	0.863	13.817**		
P3	0.913	14.776**		
P4	0.869	13.614**		
<i>Location and Environment</i>				
Le2	0.953	18.197**	0.90	0.70
Le3	0.708	11.805**		
Le4	0.989	19.124**		
Le5	0.642	10.177**		
<i>Service quality</i>				
Sq1	0.945	17.401**	0.94	0.80
Sq2	0.949	17.379**		
Sq3	0.811	13.714**		
Sq4	0.873	15.134**		
<i>Customer satisfaction</i>				
Cs1	0.923	17.223**	0.96	0.84
Cs2	0.953	18.273**		
Cs3	0.922	17.221**		
Cs4	0.872	15.680**		
<i>Customer loyalty</i>				
Cl1	0.957	17.410**	0.93	0.81
Cl2	0.951	17.402**		
Cl3	0.789	13.292**		

Table V.
Measurement model results

Notes: CR = $(\sum \text{Standardized loadings})^2 / [(\sum \text{Standardized loadings})^2 + \sum (\text{measurement indicator error})]$
 AVE = $\sum (\text{Standardized loadings}^2) / [\sum (\text{Standardized loadings}^2) + \sum (\text{measurement indicator error})]$
 **Significant at $p < 0.01$ level

validity, AVE is also used (Fornell and Larcker, 1981). The rule of thumb is that AVE values should be higher than corresponding squared inter-construct correlation estimates (SIC) in the model (Churchill, 1979). Table VI presents SIC values, and the supportive evidence for discriminant validity was found. For example (Table VI), in case of price, SIC values were 0.01, 0.10, 0.22 and 0.08 for location and environment, service quality, customer satisfaction, and customer loyalty, respectively, which is an indication of discriminant validity. Therefore, all latent construct confirmed the discriminant validity.

4.3 Structural model and hypotheses testing

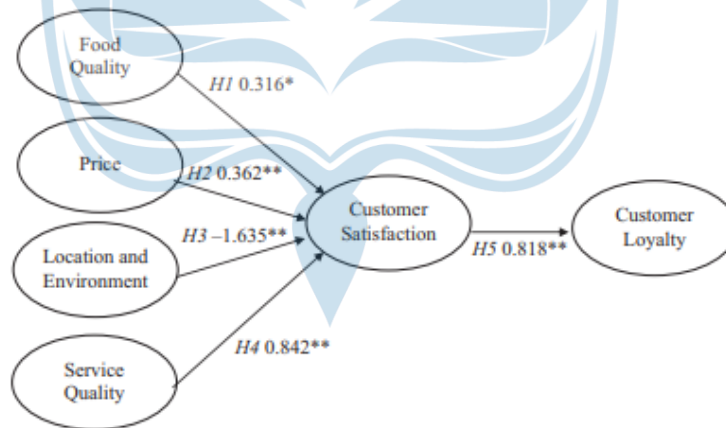
To confirm the hypothesis in the conceptual model, a structural model was created through maximum likelihood estimation using Amos 17.0. Figure 2 shows the results of the structural model. Table IV presents the common model-fit indices, suggested values and fitness results of the assessment of the structural model. As shown in Table IV, the fit indices, χ^2/df (1.375), GFI (0.903), CFI (0.985), NFI (0.946), IFI (0.985) and RMSEA (0.043),

meet the highest proposed thresholds. The value of RMSEA must be lower than 0.060 (Hair *et al.*, 2010). Figure 2 presents the values of RMSEA (0.043) within the threshold limit, indicating a better fit model.

The structural modeling results are shown in Table VII. The results show that fast food quality has a positive influence on customer satisfaction (H1). Again, the price that is charged by fast food restaurants is positively linked with the level of customer satisfaction (H2). The service quality of restaurants is highly associated with customer satisfaction (H4). The service quality factor has the strongest positive influence on customer satisfaction compared to other factors like food quality and price. Surprisingly, the empirical result found a negative relationship between location and environment and customer satisfaction (H3). Therefore, this

	Food quality	Price	Location and environment	Service quality	Customer satisfaction	Customer loyalty
Price	0.12					
Location and environment	0.06	0.01				
Service quality	0.11	0.10	0.34			
Customer satisfaction	0.04	0.22	0.01	0.04		
Customer loyalty	0.07	0.08	0.35	0.33	0.02	

Table VI. Squared correlations between constructs



Notes: * $p < 0.05$; ** $p < 0.01$

Figure 2. Outcome of the hypothesized structural model

Casual path	Hypotheses	Path coefficient	t-statistics	Results
Food quality → customer satisfaction	H1	0.316*	2.201	Supported
Price → customer satisfaction	H2	0.362**	2.597	Supported
Location and environment → customer satisfaction	H3	-1.635**	-5.030	Not supported
Service quality → customer satisfaction	H4	0.842**	4.989	Supported
Customer satisfaction → customer loyalty	H5	0.818**	4.908	Supported

Note: **Significant at $p < 0.05$ and $p < 0.01$ levels, respectively

Table VII. Path analysis of structural model

research hypothesis was not supported. Regarding customer loyalty, customer satisfaction has a positive influence on customer loyalty of fast food restaurants in Bangladesh (*H5*). The objectives of this study were fulfilled through these empirical results. The results show a significant association between customer satisfaction and customer loyalty, including food quality, price and service quality. Although location and environment and customer satisfaction are negatively associated, customer satisfaction performed mediating role between factors of customer satisfaction and customer loyalty of fast food restaurants.

5. Discussion and implications

This study provides several practical aspects to the owners and managers of fast food restaurants. They may use these issues to improve the quality of the entire restaurant business so that customers have better experiences. To improve the eating experience of customers, their satisfaction and loyalty dimensions are very much significant (Carranza *et al.*, 2018). Customer satisfaction is influenced by food quality, price and service quality. Many researchers (e.g. Carranza *et al.*, 2018; Ghoochani *et al.*, 2018; Mattila, 2001; Ryu and Han, 2010; Shamah *et al.*, 2018) argued in their research works that service quality, price and food quality are the influencing factors of better eating experience and repeated eating intentions in hotel and restaurant context.

In this study, first, we attempt to recognize the role quality of food, pricing of food and service quality on the satisfaction level of customers in the fast food restaurant context. The key contribution of this study is to the identification of factors of customer satisfaction by considering the quality of food, service quality and price charging competitiveness together in Bangladeshi fast food restaurant industry. Customer perception regarding food quality, pricing of food, and service quality have a positive effect on customer level of satisfaction. Second, we evaluated the indirect relationship between factors of satisfaction (e.g. food quality, price and service quality) and customer loyalty through the moderating role of customer satisfaction. Consistency was found between the results of this study and the study of Ryu and Han (2010) and Bujisic *et al.* (2014). They argued that reasonable price, quality perceptions of customers and physical facility have a significant effect on the level of satisfaction of the customer in quick-casual restaurants.

Food quality highly influences customer satisfaction level. Mattila (2001) stated that food quality, service and atmosphere are three factors of customer patronizing of the restaurant. This study found that food quality had a positive impact on customer satisfaction of fast food restaurants. This study argues that providing high-quality food is the key success indication for the restaurant business. This finding is similar with prior research results that focused on the importance of quality of food of restaurants businesses (Bujisic *et al.*, 2014; Ha and Jang, 2010; Mattila, 2001). This study has taken under consideration pricing issue along with those three factors. Competitiveness and fairness of price are positively linked with customer satisfaction in a fast food restaurant. This finding of this study is also consistent with findings of prior research works (Konuk, 2015; Ling and Aun, 2018). Among the factors of customer satisfaction, service quality is the most vital influencing factor. This study found a highly positive association between service quality and customer satisfaction. This result of this study is similar to the findings of prior studies (Carranza *et al.*, 2018; Nguyen *et al.*, 2018; Waal and Heijden (2016). As illustrated in Figure 2, there is a significant association between the satisfaction of customer and loyalty of the customer. It indicates that customer satisfaction fully and positively mediates the factors of customer satisfaction (e.g. food quality, price and service quality) and customer loyalty relationship in a fast food restaurant context. This result is consistent with the results of previous research works (Carranza *et al.*, 2018; Espinosa *et al.*, 2018; Nguyen *et al.*, 2018). Therefore, it is crucial for restaurant owners and managers to serve delicious and nutritious food to customers attractively and

consistently. Assurance of price fairness and consistently required service quality is a big challenge for restaurant owners and managers. To retain the existing customers, the owners and managers of the restaurant should take the initiatives and marketing strategies so that customers become satisfied.

From the managerial perspective, this research recognizes the significance of the several factors of customer satisfaction to predict customer loyalty in the fast food restaurant context in Bangladesh. Thus, fast food restaurant owners and managers should create an attractive environment and ensure the required facilities that make the customer high perceived value, which will positively influence their satisfaction and their willingness to continue eating and to recommend the restaurant to others. The results of this study show that perceived service quality has the highest influence on customer satisfaction. It is recommended that the management of restaurants should take special care about the quality of service of their restaurants. Service quality is not directly measurable; rather, it is a perception of customers immediately after receiving the service. Necessary training for front line staff members and time to serve food and receive a bill are important for improving service quality.

Regarding food quality, it is recommended that restaurants should provide tasty and nutritious food; different customer groups also recommended satisfying the different level of customers. Competitiveness in charging price is crucial for the restaurant business because it is a highly competitive nature of business. Since customers are very much price sensitive, pricing strategies should be based on the rival's pricing strategy and other internal and external factors. The factors of customer satisfaction, such as food quality, price and service quality, are indirectly related to customer patronage and repeat purchase intentions. A higher level of satisfaction intensifies the level of customer loyalty.

6. Conclusions, limitations and suggestions for future research

This study attempts to contribute toward understanding the factors of customer satisfaction and customer loyalty in the restaurant industry in Bangladesh. The findings exposed that customer perception regarding food quality, price charging and service quality is a crucial determinant of customer satisfaction, and customer satisfaction moderates between factors of satisfaction and customer loyalty. When customers perceive that the quality of food is good, their satisfaction level can be increased. Also, if customers feel that the price is fair and reasonable, their satisfaction with quality food will be enhanced. Further, if the perception and experience of customers about the quality of service are good, it increases customer level of satisfaction. The service quality factor has the strongest positive influence on customer satisfaction compared to other factors like food quality and price. Theoretically, when customers believe that the location and environment of a restaurant are nice and attractive, their satisfaction level increases. But in this study, the empirical result did not find supportive evidence for this theoretical argument. The results of this study provided a negative relationship between location and environment and customer satisfaction. Finally, our empirical results provide strong support for a positive relationship between customer satisfaction and loyalty in the fast food restaurant industry.

Although this study has a contribution toward understanding the factors of customer satisfaction and customer loyalty in the fast food restaurant industry, there are some limitations. First, it is specific to one context (e.g. Bangladesh) and one subset of the restaurant industry (e.g. fast food restaurant). Second, the data were collected using a convenient sampling method; the findings of this study will face the limitations of generalization. Third, customers of fast food restaurant were treated as homogeneous; all were considered identical. Future research is needed for the category of restaurant

customers. Fourth, price awareness can be different for different demographic groups such as male, female, married, old, young, etc. Demographic characteristics regarding price awareness can be addressed in further studies to find an overall result of customer satisfaction and loyalty. Further studies can be conducted on other types of restaurants such as local, Chinese and Thai, and Continental. Since customer satisfaction is a dynamic issue, it should be measured regularly. This study is a cross-sectional study; it is recommended that the future study would apply a longitudinal approach to get the relative importance of customer satisfaction on customer loyalty. Finally, the role of the restaurant, a brand of the restaurant, brand value, the image should be included as contributing variables to understand the relationship of variables among study constructs properly.

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Appendix

Constructs	Variables	Mean
Food quality	This restaurant serves healthy food. (Fq1)	6.255
	Food items are tasty. (Fq2)	6.167
	It has varieties of menus. (Fq3)	6.201
	This restaurant provides fresh food. (Fq4)	5.745
	It maintains proper food temperature. (Fq5)	5.598
Price	Price of this restaurant is competitive. (P1)	4.755
	The price is reasonable. (P2)	4.681
	The payment system is easy and convenient (i.e. cash or card). (P3)	4.892
	Often offers "special offer" or "occasional offer" (P4)	4.789
Location and environment	Car parking arrangement is good. (Le1)	5.727
	This restaurant has a sufficient and comfortable seating arrangement. (Le2)	5.863
	Existence of fun spaces for kids and youth in this restaurant. (Le3)	5.495
	Situated in good locations. (Le4)	5.902
	This restaurant is decorated attractively. (Le5)	5.652
Service quality	Staff members of this restaurant are polite/friendly. (Sq1)	5.569
	Staff members are knowledgeable about their foods and services. (Sq2)	5.495
	This restaurant provides speedy and desirable services. (Sq3)	5.525
	This restaurant has unique service style. (Sq4)	5.505
Customer satisfaction	I think I have rightly chosen this restaurant. (Cs1)	5.152
	I think this restaurant successfully provides the value of the money. (Cs2)	5.010
	I feel satisfied with this restaurant. (Cs3)	5.059
	This restaurant provides VAT (value-added tax) form properly. (Cs4)	4.985
Customer loyalty	I would continue visiting this restaurant in the future. (Cl1)	5.294
	I would recommend this restaurant to someone else. (Cl2)	5.275
	I would consume varieties of the food items mentioned in the menu of this restaurant. (Cl3)	5.338
	For me, this restaurant is the best alternative. (Cl4)	5.301

Table A1.
Survey instruments

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