PRODUCT QUALITY, SERVICE QUALITY, PRICE, AND ENVIRONMENT INFLUENCE TOWARDS CUSTOMER LOYALTY A CASE STUDY: CORK & SCREW PLAZA INDONESIA

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

PRODUCT QUALITY, SERVICE QUALITY, PRICE, AND ENVIRONMENT INFLUENCE TOWARDS CUSTOMER LOYALTY
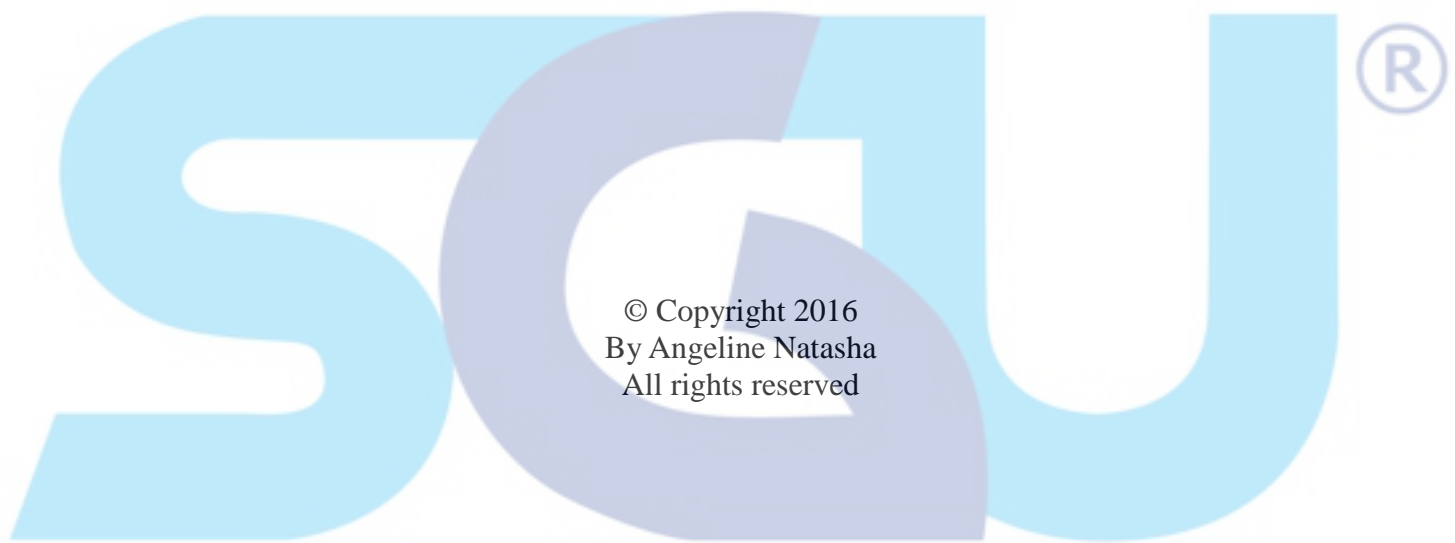## A CASE STUDY: CORK & SCREW PLAZA INDONESIA

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Restaurant industry is one of the rapidly growing business nowadays. Customer loyalty is the key factor to keep the business ongoing. Customer loyalty keep the customers coming back and make the customers would like to recommend the restaurant to other people. In order to reach loyalty from the customer, customer satisfaction need to be gained first. A satisfied customer will surely want to come back and conduct a good word-of-mouth. Satisfaction can be reached by maximizing the product quality, service quality, price, and environment of the restaurant. This research result will show if product quality, service quality, price, and environment have an impact toward customer loyalty, with customer satisfaction as the mediator. Using IBM SPSS 20 software and simple linear regression method, 68 samples were taken from CORK & SCREW Plaza Indonesia. After conducting all tests required; validity test and reliability test, classical assumption test, simple linear regression and T-Test, it is prooved that product quality, service quality, price, and environment influence customer loyalty. Customer satisfaction itself, as an intervening variable, has an impact towards customer loyalty through product quality, service quality, price, and environment with product quality and environment contribute the most. Thus, it is very recommended for the company to maintain and keep improving the variables that contribute the most and working out the variables that have less contribution such as price and service quality in order to keep the business grow even rapidly.

Keywords: Product Quality, Service Quality, Price, Environment, Customer Satisfaction, Customer Loyalty

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DEDICATION

I dedicate this bachelor thesis to my parents, teachers and lecturers, friends, restaurant
industry itself and Indonesia.

ACKNOWLEDGEMENTS

First of all, I would like to thank God for his blessing since I was born until now. By His grace I can be the person who I am today and especially, finish this work. In this opportunity I also would like to pass my gratitude to all these special people in my life:

6. To my high school bests, Clay Kalidasa, Jonathan Raharja, and Marco Tirta, thank you so much for listening to me and wipe my tears. Thank you for keep me holding on through my lowest low, for telling me there is nothing I should feel sad about, for always reminding me that I am a strong woman, for being someone I could always count on, and for never judging me when I show you all my weaknesses. I love you from the bottom of my heart, you are my best men.

7. To my latest ex-boyfriend, you know who you are. Thank you for the first day we met in Germany, for the days in Paris, for the days in Antwerp, Prague, Madrid, until the day we chose to go on our own way. Things were rough between us it almost destroy both of us. Eventhough the end of our story is not a happy ending, but we have loved each other more than anything once and you gave me butterflies for almost one and a half year. Thank you for spending twenty four hours with me for these past one and a half year, for always fulfilling what I want, for giving me the best you could possibly give, and for all the memories when we live together. However, there are always lessons to learn in every encounter. Our journey was hurtful but at least it made realize that I am worth more than you have ever done to me, it made me realize that you are poison, and leaving you was the best decision I have ever made in my life because you do not deserve even one second of my life and now I am happier than ever, which I myself did not expect too. The decision of leaving you is what make me capable to finish this thesis perfectly and passed the defense with a perfect result. So, I thank you so much for that. A lot of people said you did not do well in the defense, even the worst, but at least congratulations you still passed and did not have to add one more year again for graduating. Five years are long enough though. I hope now you have learned how to be a real man and found a therapist who could help you solve your deviant behavior. I wish nothing but the best and goodluck for your future.

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problems, for telling me not to be worry, for always reassuring me that everything is going to be fine, for giving me the best advice ever. To be honest, I did not expect that you are so mature but I am glad that I am able to know this part of you. I thank you so much for everything.

At last, I would like to thank everyone who get involved with the process of this research. I am sorry if I could not write your name one by one, but all of you mean a lot to me and I could not thank enough to have all these beautiful people in my life. I hope this thesis will be useful for anyone who needs it.

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