

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

By

Angeline Natasha

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SWISS GERMAN UNIVERSITY

EduTown BSD City

Tangerang 15339

Indonesia

Revision after Thesis Defense on 25th July 2016

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.

Angeline Natasha

Student

Date

Approved by:

Yudhistira Pratama, MBA

Thesis Advisor

Date

Prof. Eric Jos Nasution, MBA, MA, Ph.D

Dean

Date

ABSTRACT

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

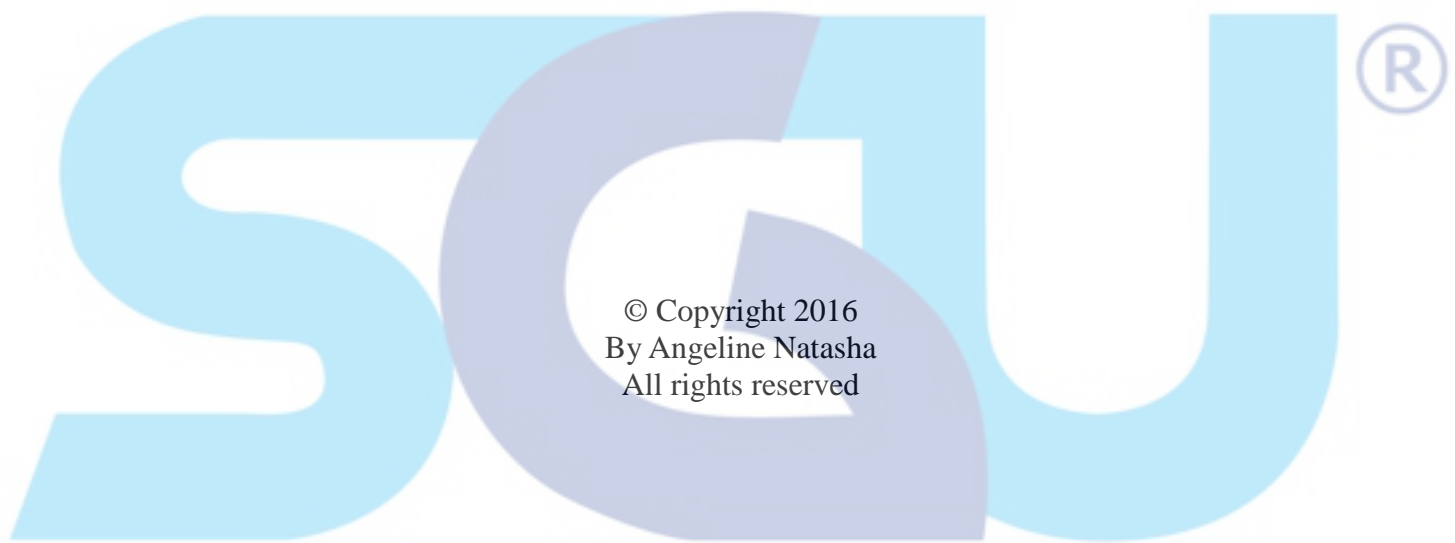
By

Angeline Natasha
Yudhistira Pratama, MBA

SWISS GERMAN UNIVERISTY

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 proved 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.



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