THE IMPACT OF SERVICE ENVIRONMENT AND RESTAURANT PRODUCTS TOWARDS BRAND LOYALTY IN ERIC KAYSER ARTISAN BOULANGER, PLAZA SENAYAN

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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

THE IMPACT OF SERVICE ENVIRONMENT AND RESTAURANT PRODUCTS TOWARDS BRAND LOYALTY IN ERIC KAYSER ARTISAN BOULANGER, PLAZA SENAYAN

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The outbreaks of restaurant industry in Indonesia make the competition is getting tighten. Building brand loyalty is considered to be the key factor for business success. Hence, specifying the factors that affect brand loyalty is crucial. This study was made to determine the influence of service environment and restaurant product on brand loyalty. Servicescape and human service in the service environment has effected on consumer's perception. The uniqueness of restaurant as an attractiveness for people to dine in. The data were collected from 100 customers of Eric Kayser Artisan Boulanger Plaza Senayan, Indonesia. The collected data were analyzed using SPSS 23 software and multiple linear regression. The findings indicated that service environment has significant positive influence towards brand loyalty, as well as restaurant product which also has positive influence towards brand loyalty. Therefore, it is advisable for the company to maintain the variables that affecting brand loyalty and improve the indicators that has less impact on brand loyalty to keep the business more developed.

Keywords:Service Environment, Restaurant Products, Servicescape, Human Service, Brand Loyalty.

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DEDICATION

I dedicate this thesis to my parents, teachers and lecturers, friends, Eric Kayser Indonesia, restaurant industry, and all readers in the world.

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