

Analysis of the Effect of Food Quality, Price, Location and Environment, and Service Quality on Customer Loyalty through Customer Satisfaction of Burger King Customers in Surabaya during the Pandemic



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ABSTRACT: Community needs in the food industry have decreased due to the COVID-19 pandemic. . This can be seen from the economic growth in the second quarter of 2020 which decreased by minus 5.32 percent. Restaurant companies that rely on dine-in eating habits must also pay more attention to the development of online delivery so that restaurants can survive, with good online development, making their own restaurant applications, would be able to attract more buyers, the use of technology to facilitate payments and ordering is one of the steps restaurants to survive and thrive.

With the changes in habits implemented during the pandemic, this can be an opportunity for a fast food restaurant like Burger King, which has more practicality compared to other non-fast food meals. The concept of a drive-thru and delivery-order is becoming more and more due to these pandemic times, which should pay more attention to various sectors of the food and beverage industry, especially Burger King.

This study aims to analyze how the influence of food quality, price, location and environment, and service quality on customer loyalty through customer satisfaction variables. The benefits expected in this study can increase knowledge in the field of management, especially how much influence customer satisfaction has so that it can increase customer loyalty and correct existing errors and ultimately this will be able to increase sustainable transactions from Burger King restaurant customers in Surabaya. The data collection in this study was carried out by distributing questionnaires to 132 respondents with the characteristics of male and female respondents, aged 18-60 years, domiciled in Surabaya, had bought and consumed (dine in / on the spot) Burger King in Surabaya twice in the last two years. For processing and analyzing data in this study using SPSS 22.0. After that, to tabulate the results of the respondent's research, and to test the research model using the Structural Equation Model (SEM) AMOS 22.0 data analysis technique.

KEYWORDS: *Food Quality, Price, Location and Environment, Service Quality, Customer Satisfaction, and Customer Loyalty.*

1. INTRODUCTION

A restaurant is a place that provides services in the food and beverage industry, equipped with equipment and accessories in the process of storing materials, making food, and serving food in a fixed place, and not moving around in order to gain profit or profit, according to Suyono (2004; 1), a restaurant is a place that serves as a refreshment for one's condition by providing a culture to eat and drink (research library.com, downloaded on July 9, 2021).

Community needs in the food industry have decreased due to the COVID-19 pandemic. This can be seen from the economic growth in the second quarter of 2020 which decreased by minus 5.32 percent. However, upper-middle-class restaurants are not so much a problem with purchasing power or having no money but a problem of fear. If the fear is gone and we can start adapting to the new normal, of course, the restaurant industry business will increase in the upper middle class. Therefore, this is an opportunity for the food and beverage industry to create new product innovations that can attract people to buy (liputan6.com, downloaded on July 9, 2021).

From news of developments in the era of the covid-19 virus pandemic, consumers are more likely to buy food and drinks that are purchased or ordered online, either through online services or application delivery from independent sellers. This is done because people still tend to worry about gathering in crowded places, such as restaurants, etc., because the transmission of the

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covid-19 virus is still happening a lot. Therefore, sellers of food and beverage businesses such as restaurants must be able to pay attention to the cleanliness of food processing and follow existing health protocols. That way buyers can be sure that the food is safe from the transmission of this corona virus (cnnindonesia.com, downloaded on July 11, 2021).

There is a PPKM policy by the government that makes restaurants have to reduce their operating hours capacity, which is 20.00 or 8 pm as well as the limitation of the capacity that can eat in place, which is 50% of the capacity of the place so that this makes restaurant companies that rely on eating habits to pay more attention to the development of online delivery so that restaurants are able to survive, with online development, whether making their own restaurant applications, would be able to attract more buyers, the use of technology to facilitate payments and ordering is one of the steps for restaurants to survive and develop. If you look at PPKM, this is also a new habit that will make the food industry go online, because this online limit can reach many customers because the products from the restaurant are seen by many people, especially during the pandemic where many people are around the world. home and see the technology that is owned by both SmartPhones, Televisions, Laptops, as well as existing social media such as Instagram, Twitter, Facebook, Tiktok, Youtube, etc. (Beritasatu.com, downloaded on July 20, 2021).

With the changes implemented during the pandemic as mentioned above, this can also be an opportunity for fast food restaurants like Burger King, which have more practicality compared to other non-fast food meals. The concept of a drive-thru and delivery-order is becoming more and more due to these pandemic times, which should pay more attention to various sectors of the food and beverage industry, especially Burger King.

Burger King is a fast food restaurant that was founded in 1953 with an office in the unincorporated Miami-Dade County, Florida, United States, by Jacksonville, Florida which was named Insta-Burger King. In 1954 Insta-Burger King experienced financial difficulties so it was bought by James McLamore and David Edgerton and renamed Burger King for short (BK). By 1967 Burger King had grown to more than 250 locations in the United States) (id.scribd.com, download July 23, 2021).

Burger King came to Indonesia for the first time in the 1980s which finally closed in 1998 when it was affected by the monetary crisis that year. Next Burger King returned to Indonesia in April 2007 operated by the MAP Group (www.cnbcindonesia.com, downloaded on 23 July 2021).

In 2007, Burger King already had 147 outlets spread across Indonesia, as of December 31, 2018 Burger King had 17,796 outlets in 100 countries in the world, 99.7% of the restaurants were operated privately with the Franchise system (food.detik.com). .com, downloaded July 26, 2021).

The first Research Gap in this study is the influence of the service quality variable on customer satisfaction which is based on previous research conducted by Mohammed Belal Uddin (2019) which states that there is a significant influence between service quality on customer satisfaction. However, this contradicts the results of research from Haverila (2018) which states that in his research service quality does not have a significant effect on customer satisfaction. This is because the research was conducted using ski resorts in Canada, where the study stated that interaction with visitors was lacking because visitors who came to the place for a ski vacation were not in the context of a ski resort.

The second Research Gap in this study is the influence of the customer satisfaction variable on customer loyalty, which is based on previous research conducted by Mohammed Belal Uddin (2019) which states that there is a significant influence between customer satisfaction and customer loyalty. However, this contradicts the results of research from Trevor Alexander Smith (2020) which states in his research that customer satisfaction does not have a significant effect on customer loyalty. The research used is about the role of customer personality in satisfaction, attitude towards the brand, and loyalty in cellular services. In the study, it is said that satisfied customers are not necessarily loyal unless mobile developers always develop a positive attitude towards their mobile phone product/brand.

2. LITERATUR RIVIEW

Food Quality

According to (Kuo et al., 2018) food quality is things that are influenced by the visual appeal of food, taste, health, temperature and freshness with appropriate service to customers. According to Mahafuz Mannan, Nusrat Chowdhury, Priodorshine Sarker, and Riasat Amir (2019) in their research, food quality has a significant effect on customer satisfaction. the effect of perceived value/price and food quality affect the level of customer satisfaction.

H1: Food Quality has a significant effect on customer satisfaction

Price

According to Alma (2014) said that: Price is the value of an item that can be expressed with the nominal value of money for the item. According to Bedman Narteh (2018) in his research says that Price has a significant effect on Customer Satisfaction. In

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his research, he said that price choices affect the bargaining power of customers and the volume of bank customer transactions that make customers satisfied.

H2: Price has a significant effect on customer satisfaction

Location and Environment

According to Fandy Tjiptono (2014) "Location is a place where the company operates or where the company carries out activities in order to produce goods and services that are concerned with the economic aspect." According to Herry Achmad Buchory and Djaslim Saladin (2010) who argued that the environment is one of the most important factors and is taken into account in business activities. This environment is very influential on business strategic planning. According to Muhammad Ali, Chin-Hong Puah, Norazirah Ayob, and Syed Ali Raza (2019) in their research, they say that the physical environment has a significant effect on Customer Satisfaction. In his research said that the physical environment such as lighting, music, comfortable place decorations, can attract more customers to eat at the place, so that these things increase the level of customer satisfaction.

H3: Location and Environment have a significant effect on customer satisfaction

Service Quality

According to (Banahene et al., 2017) who also interpret service quality as the customer's feeling when they evaluate their experience in an organization or company. According to Prameswari Purnamadewi Dhisasmito, and Suresh Kumar (2020) in their research, they say that Service Quality has a significant effect on Customer Satisfaction. That providing good service to coffee shops can increase customer or customer satisfaction.

H4: Service Quality has a significant effect on customer satisfaction

Customer Satisfaction

According to Mensah (2018), customer satisfaction is an assessment of products or services from customers in providing pleasure in consumption levels. According to Muhammad Ali, Chin-Hong Puah, Norazirah Ayob, and Syed Ali Raza (2019) in their research, they say that Customer Satisfaction has a significant effect on Customer Loyalty. In this study, indicating satisfied customers, the greater the indication of loyal behavior.

H5: Customer Satisfaction has a significant effect on Customer Loyalty

Customer Loyalty

According to (Ali et al., 2018; Ryu and Han, 2010) customer loyalty is a value that is felt by consumers to make a pleasant experience for customers which can result in an increase in satisfaction levels. Increasing the level of satisfaction, furthermore it can ensure customer loyalty. According to Prameswari Purnamadewi Dhisasmito, and Suresh Kumar (2020) in their research, they say that Customer Satisfaction has a significant effect on Customer Loyalty. With customer satisfaction, customers will buy back to the coffee shop which signifies customer loyalty.

Previous Research

This study uses research from Mohammed Belal Uddin (2019) as a reference research for the main journal in conducting this research, which is entitled "Customer loyalty in the fast food restaurants of Bangladesh". The predecessor discussed the influence of food quality, price, location and environment, service quality, to customer satisfaction and the effect on customer loyalty. The similarity of this research with the research conducted by the predecessors is that they both use the variables of food quality, price, location and environment, service quality, to customer satisfaction and affect customer loyalty. This study and previous studies used the same fast food restaurant as the object, besides that the method used was the same, namely AMOS. However, the difference between previous researchers and this research is that the object used in previous research is more than one object of fast food restaurants, while this study only focuses on one object, namely the Burger King restaurant, besides that the previous research was conducted in 8 cities in the Bangladesh area while this study only focuses on one city, namely Surabaya, Indonesia.

3. RESEARCH METHODOLOGY

Population and Sample

According to (Sekaran, 2006) population (population) is the whole group of people, an event, or something that researchers want to investigate/find. Meanwhile, according to Sugiyono (2010) population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by the researcher so that they can be studied and conclusions can be drawn. The population that will be used in this research is the customers of Burger King restaurant in Surabaya.

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According to (Sugiyono, 2010) The sample is part of the characteristics and quantities possessed by a population. According to Sekaran (2003), the sample is a slice of the selected population and has the same relative characteristics as the population, so it is considered representative of the population.

The number of questionnaires distributed is guided by Ferdinand (2002) having the following sample size guidelines:

- a. 100-200 samples for Maximum Likelihood Estimation;
- b. Depends on the number of estimated parameters. The guideline is 5 - 10 times the estimated number of parameters;
- c. Depends on the number of indicators used in all latent variables. The number of samples is an indicator multiplied by 5 to 10.

The number of indicators used in this study is 26 indicators, so the minimum number of samples needed is 130-260 respondents, this study determines the number of respondents to be used as many as 130 respondents which is the minimum number of samples. Not all of the samples that will be used can be successfully collected as expected, so the process must be repeated until the expected number of samples can be met. The following is a model of this research:

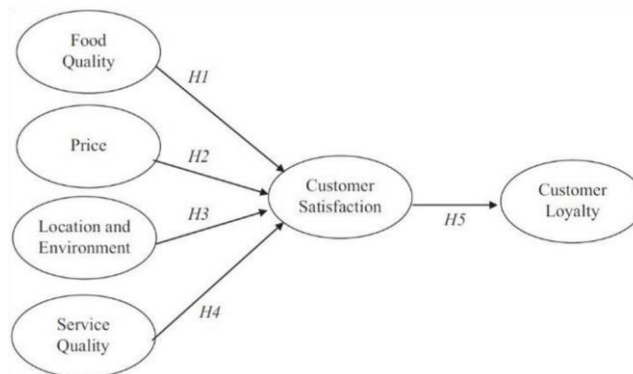


Fig 1. Reseach Model

Data collection in this study was carried out by distributing questionnaires. Questionnaires were distributed to Burger King customers in Surabaya according to predetermined characteristics. In the process of collecting data, respondents' perceptions will be measured using a Likert measurement scale, on a scale of 1 to 5, assuming 1 to strongly disagree and 5 to strongly agree. After the data has been selected, the selected questionnaire data will be tabulated and processed further. Then the tabulated data will be tested on the research model using IBM® SPSS® AMOS 22.0 software.

In selecting a questionnaire used in this study, it will be divided into two parts, the first part which contains questions to obtain general information about the respondents, in order to determine the suitability of the respondents with the characteristics of the sample. And the second one contains questions to obtain research data and analyze the effect of Food Quality, Price, Location and Environment, Service Quality on Customer Loyalty through Customer Satisfaction.

4. RESULTS

Overview of Respondents by Age

Respondents used in this study were customers of Burger King in Surabaya. The profile of respondents in this study is described by age which is described as follows:

Table 4.1 Respondents by Age

| | Frequency | Percent |
|-------------------|-----------|---------|
| 18 – 35 years old | 117 | 88,6 |
| 36 – 50 years old | 15 | 11,4 |
| 51 – 60 years old | 0 | 0 |
| Total | 132 | 100,0 |

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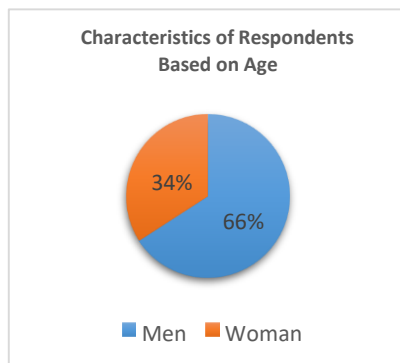


Figure 2. Pie Pictures of Respondents by Age

Based on table 4.1, it can be seen that most of the Burger King restaurant customers in Surabaya are 18-35 years old. This shows that the segmentation of Burger King restaurants in Surabaya based on age is 18-35 years old.

General Description of Respondents by Gender

Respondents used in this study were customers of Burger King in Surabaya. The profile of respondents in this study is described by gender which is described as follows:

Table 4.2 Respondents by Gender

| | Frequency | Percent |
|-------|-----------|---------|
| Men | 87 | 65,9 |
| Woman | 45 | 34,1 |
| Total | 132 | 100,0 |

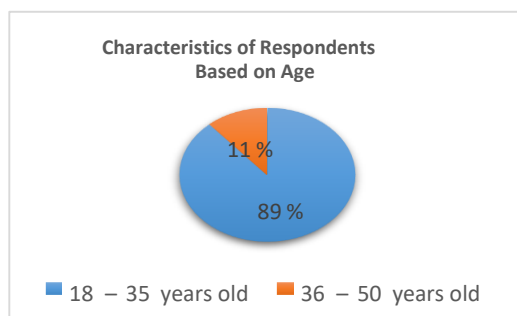


Figure 3. Pie Pictures of Respondents by Gender

Based on table 4.2, it can be seen that most of the gender of Burger King restaurant customers in Surabaya are male. This shows that the Burger King restaurant segmentation in Surabaya based on gender is more male.

Full Structural Equation Modeling Analysis

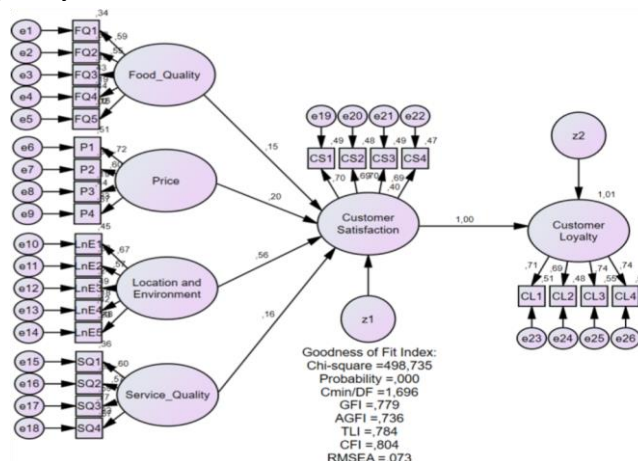


Figure 4. Full Structural Equation Modeling

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Information:

FQ1: This Burger King Surabaya restaurant provides an attractive food menu display.

FQ2 : Food from Burger King Surabaya restaurant has a good taste.

FQ3 : Burger King Surabaya restaurant has a variety of interesting menus.

FQ4 : Burger King Surabaya restaurant uses fresh food ingredients.

FQ5 : Burger King Surabaya restaurant serves the right temperature of food.

P1 : Burger King Surabaya restaurant has affordable food prices.

P2 : The price of food from Burger King Restaurant Surabaya is reasonable.

P3 : The payment system from Burger King Surabaya Restaurant is easy (ie cash or card).

P4 : Burger King Surabaya restaurant provides attractive promos on its products.

LnE1 : Burger King Surabaya restaurant has adequate parking area.

LnE2 : Burger King Surabaya restaurant has a comfortable seating arrangement.

LnE3 : Burger King Surabaya restaurant has an interesting play area for children.

LnE4 : Burger King Surabaya restaurant has a strategic location.

LnE5 : Burger King Surabaya restaurant has an interesting decoration.

SQ1 : Burger King Surabaya restaurant has courteous staff members.

SQ2 : Burger King Surabaya restaurant staff members have good knowledge about the food offered.

SQ3: Burger King Surabaya restaurant can provide services according to health protocols

SQ4 : Burger King Surabaya restaurant has friendly service.

CS1 : I am satisfied with choosing Burger King Surabaya restaurant.

CS2 : I am satisfied with the service provided by Burger King Surabaya restaurant.

CS3 : Overall I am satisfied with Burger King Surabaya restaurant.

CS4 : I am satisfied with the payment method of Burger King Surabaya CL1 : I will visit Burger King Surabaya restaurant in the future.

CL2 : I will recommend Burger King Surabaya restaurant to others.

CL3 : I will try various types of food in the Burger King Surabaya restaurant menu in the future.

CL4 : In my opinion, Burger King Surabaya restaurant is the best alternative in fast food.

Table 4.3 Feasibility Test Index

| Goodness of Fit Criteria | | Critical Value | Model Test Results | Conclusion |
|--------------------------|-------------|------------------|--------------------|------------|
| Absolute Fit Indices | Chi-square | Diharapkan kecil | 498.735 | Marginal |
| | Probability | ≥ 0.05 | 0.000 | Marginal |
| | CMIN/DF | ≤ 2.00 | 1.696 | Good Fit |
| | GFI | ≥ 0.90 | 0.779 | Marginal |
| Incremental Fit Indices | RMSEA | ≥ 0.80 | 0.73 | Good Fit |
| | TLI | ≥ 0.95 | 0.784 | Marginal |
| Parsimony Fit Indices | CFI | ≥ 0.95 | 0.804 | Marginal |
| | AGFI | ≥ 0.09 | 0.736 | Marginal |

Source: developed from Full Structural Equation Model (2021)

Based on table 4.3 above, it is explained that the results of the goodness of fit criteria with the results between the Full Structural Equation Model show that the RSMEA and CMIN/DF criteria have been accepted. Meanwhile, chi-square, probability, TLI and CFI are only accepted marginally. However, the fulfillment of RSMEA and CMIN/DF can be said that this model fits the data used in this study.

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Table 4.4 Regression Weight Full Structural Equation Model

| | | Estimate | S.E. | C.R. | p | Std. Estimate |
|-----------------------|----------------------------------|----------|------|-------|------|---------------|
| Customer_Satisfaction | <--- Food_Quality | .325 | .284 | 2.145 | .032 | 0.559 |
| Customer_Satisfaction | <--- Price | .485 | .285 | 1.703 | .088 | 0.157 |
| | | Estimate | S.E. | C.R. | p | Std. Estimate |
| Customer_Satisfaction | <--- LnE | 1.019 | .304 | 3.351 | *** | 1.004 |
| Customer_Satisfaction | <--- Service_Quality | .184 | .139 | 2.326 | .025 | 0.441 |
| Customer_Satisfaction | <--- Customer_Satisfaction Price | 1.108 | .131 | 8.449 | *** | 0.604 |
| Customer_Loyalty | <--- Price | 1.000 | | | | 0.715 |
| P3 | <--- Price | 1.844 | .492 | 3.749 | *** | 0.573 |
| P2 | <--- Price | 1.974 | .517 | 3.819 | *** | 0.766 |
| P1 | <--- Service_Quality | 1.512 | .417 | 3.623 | *** | 0.568 |
| P4 | <--- Service_Quality | 1.000 | | | | 0.600 |
| SQ3 | <--- Service_Quality | .729 | .149 | 4.876 | *** | 0.570 |
| SQ2 | <--- Service_Quality | .700 | .128 | 5.484 | *** | 0.488 |
| SQ1 | <--- LnE | .715 | .150 | 4.777 | *** | 0.573 |
| SQ4 | <--- LnE | 1.000 | | | | 0.672 |
| LnE3 | <--- LnE | 1.261 | .340 | 3.713 | *** | 0.419 |
| LnE2 | <--- LnE | 1.172 | .272 | 4.309 | *** | 0.477 |
| LnE1 | <--- LnE | .932 | .312 | 2.986 | .003 | 0.428 |
| LnE4 | <--- Food_Quality | .916 | .252 | 3.641 | *** | 0.549 |
| LnE5 | <--- Food_Quality | 1.000 | | | | 0.586 |
| FQ3 | <--- Food_Quality | 1.318 | .510 | 2.583 | .010 | 0.440 |
| FQ2 | <--- Food_Quality | 1.278 | .447 | 2.861 | .004 | 0.457 |
| FQ1 | <--- Food_Quality | 1.072 | .374 | 2.865 | .004 | 0.691 |
| FQ4 | <--- Customer_Satisfaction | .377 | .292 | 1.291 | .197 | 0.697 |
| FQ5 | <--- tion | 1.000 | | | | 0.688 |
| CS2 | <--- Customer_Satisfaction | 1.061 | .132 | 8.047 | *** | 0.700 |
| CS3 | <--- tion | 1.019 | .128 | 7.990 | *** | 0.745 |
| CS4 | <--- Customer_Satisfaction | 1.004 | .124 | 8.108 | *** | 0.695 |
| CS1 | <--- tion | 1.000 | | | | 0.711 |
| CL3 | <--- Customer_Satisfaction | .902 | .107 | 8.451 | *** | 0.740 |
| CL2 | <--- tion | .924 | .104 | 8.899 | *** | 0.559 |
| CL1 | Customer_Loyalty | .931 | .100 | 9.282 | *** | 0.557 |
| CL4 | Customer_Loyalty | | | | | |
| | Customer_Loyalty | | | | | |
| | Customer_Loyalty | | | | | |

Source: developed from Full Structural Equation Model (2021)

Information:

FQ = Food Quality

P = Price

LnE = Location and Environment

SQ = Service Quality

CS = Customer Satisfaction

CL = Customer Loyalty

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The C.R value for each relationship between the tested variables is shown in table 4.4. Table 4.4 shows the value of C.R. from Food Quality, Price, Location and Environment, Service Quality, Customer Satisfaction, and Customer Loyalty.

Test of Residual Value

Testing at the residual value stage can indicate that the model is significantly acceptable and the residual value determined is ± 2.58 at the 1% significance level (Hair et al., 1995). While the standard residuals are processed using IBM® SPSS® AMOS 22.0 software which can be seen in the Standardized residual covariance on the output display. It can be concluded that the data used in this study can be accepted significantly because the residual value is ± 2.58 .

Reliability Test and Variance Extract

The reliability test shows the extent to which a measuring instrument can provide a relatively the same result if it is repeated on the same subject. The reliability test in SEM can be obtained through the following formula (Ferdinand, 2002).

$$\text{Construct - Reliability} = \frac{(\sum \text{Std Loading})^2}{(\sum \text{Std Loading})^2 + \sum E_j}$$

Information:

- Standard loading is obtained from standardized loading for each indicator obtained from the results of computer calculations
- E_j is a measurement error of each indicator. Measurement error is obtained from $1 - \text{indicator reliability}$. While the level of reliability can be accepted if 0.7.

Table 4.5 Reliability Test

| Variable | Indicator | FL | FL ² | Error | Construct Reliability |
|--------------------------|-----------|-------|-----------------|-------|-----------------------|
| Food Quality | FQ1 | 0.534 | 0.285 | 0.715 | 0.75188 |
| | FQ2 | 0.442 | 0.195 | 0.805 | |
| | FQ3 | 0.420 | 0.176 | 0.824 | |
| | FQ4 | 0.499 | 0.249 | 0.751 | |
| | FQ5 | 0.322 | 0.104 | 0.896 | |
| Price | P1 | 0.682 | 0.465 | 0.535 | 0.777977 |
| | P2 | 0.608 | 0.370 | 0.630 | |
| | P3 | 0.458 | 0.210 | 0.790 | |
| | P4 | 0.593 | 0.352 | 0.648 | |
| Location and Environment | LnE1 | 0.597 | 0.356 | 0.644 | 0.752076 |
| | LnE2 | 0.484 | 0.234 | 0.766 | |
| | LnE3 | 0.500 | 0.250 | 0.750 | |
| | LnE4 | 0.414 | 0.171 | 0.829 | |
| | LnE5 | 0.609 | 0.371 | 0.629 | |
| Service Quality | SQ1 | 0.682 | 0.465 | 0.535 | 0.734824 |
| | SQ2 | 0.560 | 0.314 | 0.686 | |
| | SQ3 | 0.742 | 0.524 | 0.476 | |
| | SQ4 | 0.576 | 0.332 | 0.668 | |
| Customer Satisfaction | CS1 | 0.734 | 0.539 | 0.461 | 0.81959 |
| | CS2 | 0.731 | 0.534 | 0.466 | |
| | CS3 | 0.729 | 0.531 | 0.469 | |
| | CS4 | 0.723 | 0.523 | 0.477 | |
| Customer Loyalty | CL1 | 0.748 | 0.560 | 0.440 | 0.838866 |
| | CL2 | 0.728 | 0.530 | 0.470 | |
| | CL3 | 0.769 | 0.590 | 0.410 | |
| | CL4 | 0.763 | 0.582 | 0.418 | |

Source: Text Output Amos 22.0 (2021)

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Based on the table of data reliability measurement results, the data reliability value in this study has a construct reliability value greater than 0.7 for all variables. And the variance extracted in table 4.5 shows that the value is greater than 0.5 so it can be concluded that the data passed the variance extracted test.

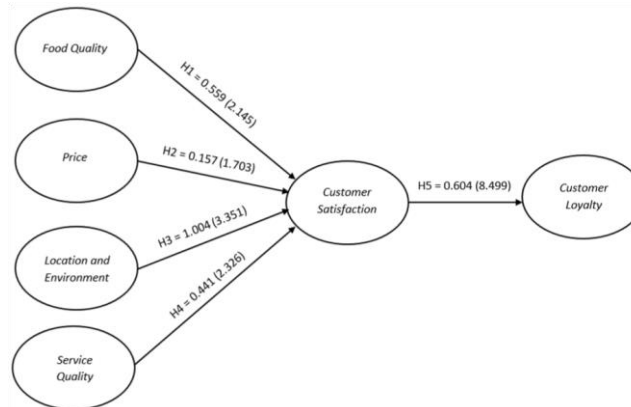


Figure 5 Research Result H1: Food Quality has a significant effect on Customer Satisfaction.

Food Quality is formed from five indicators, namely Burger King Surabaya Restaurant provides an attractive food menu display, Food from Burger King Surabaya restaurant has a good taste, Burger King Surabaya Restaurant has a variety of interesting menu variations, Burger King Surabaya Restaurant uses fresh food ingredients, Burger King Surabaya restaurant serves the right temperature of food.

The results of the parameter estimation of the relationship between food quality and customer satisfaction show significant results where the positive direction is with a CR value of 2.145 and a regression coefficient of 0.559 with the accepted hypothesis standard, namely CR ± 2.00 with a significance limit of <0.05 (5%), it can be said that hypothesis 1 or H1 can be accepted.

H2: Price has a significant effect on Customer Satisfaction.

Price is formed from four indicators, namely Burger King Surabaya Restaurant has affordable food prices, The price of food from Burger King Surabaya Restaurant is reasonable, The payment system from Burger King Surabaya Restaurant is easy (ie cash or card), Burger King Surabaya Restaurant provides promos that interest in the product.

The result of the parameter estimation of the relationship between price and customer satisfaction shows that it is not significant in a positive direction with a CR value of 1.703 and a regression coefficient of 0.157 with the accepted hypothesis standard, namely CR ± 2.00 with a significance limit of <0.05 (5%), it can be said that hypothesis 2 or H2 can be said to be rejected.

H3: Location and Environment berpengaruh signifikan terhadap Customer Satisfaction.

Location and Environment is formed from five indicators, namely Burger King Surabaya Restaurant has adequate parking space, Burger King Surabaya Restaurant has comfortable seating arrangements, Burger King Surabaya Restaurant has an attractive children's play area, Burger King Surabaya Restaurant has a convenient location. Strategically, Burger King Surabaya Restaurant has an attractive decoration.

The results of the parameter estimation of the relationship between location and environment and customer satisfaction show significant results where the positive direction is with a CR value of 3.351 and a regression coefficient of 1.004 with the accepted hypothesis standard, namely CR ± 2.00 with a significance limit of <0.05 (5%), it can be said that hypothesis 3 or H3 can be accepted.

H4: Service Quality has a significant effect on Customer Satisfaction.

Service Quality is formed from four indicators, namely Burger King Surabaya Restaurant has courteous staff members, Burger King Surabaya Restaurant staff members have good knowledge of the food offered, Burger King Surabaya Restaurant can provide services according to health protocols, Burger King Surabaya Restaurant has excellent service friendly.

The result of the parameter estimation of the relationship between service quality and customer satisfaction shows significant results where in a positive direction with a CR value of 2.326 and a regression coefficient of 0.441 with a standard hypothesis accepted, namely CR ± 2.00 with a significance limit of <0.05 (5%), it can be said that hypothesis 4 or H4 can be accepted.

H5: Customer Satisfaction berpengaruh signifikan terhadap Customer Loyalty.

Customer Satisfaction is formed from four indicators, namely I am satisfied with choosing Burger King Surabaya restaurant, I am satisfied with the service provided by Burger King Surabaya restaurant, Overall I am satisfied with Burger King Surabaya restaurant,

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I am satisfied with the payment method of Burger King Surabaya. While Customer Loyalty is formed from four indicators, namely I will visit Burger King Surabaya restaurant in the future, I will recommend Burger King Surabaya restaurant to others, I will try various types of food that are on the Burger King Surabaya restaurant menu in the future, I think, Burger King Surabaya restaurant is the best alternative in fast food.

The results of the parameter estimation of the relationship between service quality and customer satisfaction show significant results where in a positive direction with a CR value of 8.449 and a regression coefficient of 0.604 with the accepted hypothesis standard, namely CR ± 2.00 with a significance limit of < 0.05 (5%), it can be said that hypothesis 5 or H5 can be accepted.

5. CONCLUSION

Research Summary

The model in this study was developed in the context of researching customer loyalty at Burger King restaurants in Surabaya. The model in this study was formed by the relationship between the influence of the customer satisfaction variable, where the customer satisfaction variable is influenced by the variables of food quality, price, location and environment, and service quality. The formulation of the problem in the research is, "what are the factors that have a significant influence on the customer loyalty variable through customer satisfaction at the Burger King restaurant in Surabaya". The research is expected to be able to answer the research questions, namely, do food quality, price, location and environment, service quality, and customer satisfaction have a significant influence on customer loyalty at Burger King restaurants in Surabaya?.

Based on the data analysis process that has been discussed in Chapter IV, the results are summarized as follows:

The results of data processing using the AMOS 22.0 software application show the five hypotheses that have been in this study with the results described as follows, the food quality variable has a significant effect on customer satisfaction with a regression coefficient value of 0.559 and a C.R value of 2.145; the price variable has a significant effect on customer satisfaction with a regression coefficient value of 0.157 and a C.R value of 1.703; location and environment variables have a significant effect on customer satisfaction with a regression coefficient value of 1.004 and a C.R value of 3.351; service quality variable has a significant effect on customer satisfaction with a regression coefficient value of 0.441 and a C.R value of 2.326; The customer satisfaction variable has a significant effect on customer loyalty with a regression coefficient value of 0.604 and a C.R value of 8.449.

Based on the results of data processing that has been carried out, four hypotheses are accepted and 1 hypothesis is rejected. There is a fairly positive relationship between food quality, location and environment, and service quality to customer satisfaction, and customer satisfaction to customer loyalty. While the price hypothesis on customer satisfaction is rejected because it has a C.R value of less than 2.

Conclusion on Research Problems

This writing is structured in which as an effort to test the effect of food quality, price, location and environment, and service quality on customer loyalty through customer satisfaction variables at Burger King restaurant customers in Surabaya. Through the research that has been carried out on 132 male and female respondents who have an age range of 18-60 years and the literature review that has been carried out, it is obtained significant support that the food quality variable has a significant effect on the customer satisfaction variable with a regression coefficient value of 0.559 ; the price variable has a significant effect on the customer satisfaction variable with the regression coefficient value of 0.157; location and environment variables have a significant effect on customer satisfaction variables with a regression coefficient value of 1.004; the service quality variable has a significant effect on the customer satisfaction variable with a regression coefficient value of 0.441; The customer satisfaction variable has a significant effect on the customer loyalty variable with a regression coefficient value of 0.604. This study has provided evidence that the variables of food quality, price, location and environment, and service quality have a significant effect on the customer satisfaction variable, and the variable of customer satisfaction has a significant effect on the customer loyalty variable.

Managerial Implications

Based on the research results, the variables of food quality, price, location and environment, and service quality have an important influence on customer satisfaction of Burger King customers in Surabaya. after that the customer satisfaction variable has a very important influence on the customer loyalty variable of Burger King in Surabaya, so that the managerial implications of this finding can be obtained based on the theory that has been developed as follows:

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First, location and environment is one of the most important variables that can affect the level of customer satisfaction at Burger King restaurants in Surabaya. Here's how to improve the existing indicators, change the design according to the theme on that date, for example, Christmas and New Year, etc. So that customers don't feel bored with the same design all the time; provide a sign for the burger king customer parking area so that customers other than burger king do not park on the right and provide a parking attendant so that they can help customers park their vehicles neatly. So that the customer is satisfied with the place he visited; decorating the children's play area with animated famous cartoons such as those of disney, frozen, etc., so that when children feel happier while playing they can see their favorite cartoon shop; changing the seating arrangement there is one for four with a rather large table there is a table for yourself and there is one for two people, this is to make them more happy if they (customers) want four and if not they can adjust to several people they come ; Burger King Surabaya already has strategic locations in Surabaya, one way is by placing it in mall places such as Galaxy Mall, Tunjungan Plaza, etc. However, malls like Plaza Marina can be a good place to push the place to sell so many smartphones where many people visit to maybe just replace the anti-scratch, buy a broken charger, etc., it can also be seen that there is a mcd in that place and it's quite many visitors.

Second, food quality is one of the most important variables that can affect the level of customer satisfaction at Burger King restaurants in Surabaya. the following is how to improve existing indicators, giving an attractive appearance to the menu behind the love, such as the cooking video or the recommended menu in the video, which aims to attract more attention to the main menu with a large image on the back of the cashier; store vegetables at fairly cold temperatures ranging from 10°C-15°C which is suitable for storing vegetables and fruit used in the burger menu; make new sauces that match the menu, for example the curry mayo sauce which may suit Indonesian tongues. So that customers are satisfied with the different flavors; decorate the existing menu list, for example providing an animated version of the burger king mascot image which is more interesting when viewed as well as the determination of the menu background which should not be too bright because it can disturb people who want to see the menu.

Third, service quality is one of the most important variables that can affect the level of customer satisfaction at Burger King restaurants in Surabaya. here's how to improve existing indicators, provide hand sanitizer using an automatic machine near the cashier or restaurant entrance which aims to be used because if you use an automatic machine, people will prefer to use it because hands don't touch the place just by holding out their hands hand sanitiser goes down by itself; provide further training to employees, for example there is a dirty table that wants to be cleaned, tells the customer to ask for permission to clean the table so that it can be used by the customer, so that the customer feels that the employees of the Burger King restaurant have good politeness values; giving rewards to friendly employees, for example displaying photos of employees who are most liked by customers. So where employees are happy to have photos on display, customers are happy that there is good service from Burger King; provide training on the food and beverages sold and to recommend menus to customers, so that customers are not confused when asking for the menu if they want it, besides that there may be customers who cannot eat certain foods or are allergic so they don't need to buy the ones they are allergic to .

Fourth, price is one of the important variables that can affect the level of customer satisfaction at Burger King restaurants in Surabaya. the following is how to improve the existing indicators, the existence of a thrifty package menu or bokek package where the price of this food is cheaper than the regular menu, so that customers see a burger king menu that is still affordable and not too expensive; so that it makes sense, many food menus are bundled to make it look more reasonable if they are expensive, but there are still items if people want to buy unbundled ones so that consumers can choose what makes them happier; providing promos such as the one on 12.12 next maybe on 22.2.2022 where that date draws twin numbers, so that with promotions like this customers are satisfied with the promos on certain dates; many cooperation in payment methods, as well as preparing cash denominations so that when customers pay with big money they are ready for change which can reduce the number of queues, so that customers are satisfied with the existing payment system.

Fifth, customer satisfaction is one of the most important variables that can affect the level of customer loyalty of Burger King restaurant customers in Surabaya. the following is how to improve existing indicators, provide discounted events or buy 2 get free 1, because it can spur value for customers buying at Burger King restaurants in Surabaya and make them feel more satisfied and feel right to choose the restaurant; provide the best possible service, such as cleaning the table if there are traces of people's food that has not been summarized, cleaning the floor so that customers walk comfortably so that this makes the service provided good and customers feel satisfied with the existing cleaning services; changing the design of the room according to themes that exist in Indonesia such as the Christmas menu, new year, Eid al-Adha, and so on so that the atmosphere is not boring because it is always the same (burger king rarely designs according to the theme), or there are changes in place so that it can make customers feel more comfortable. satisfied when they come to Burger King restaurant in Surabaya with changing themes; multiply the

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existing payment methods, if they can make a system like its competitor, namely McD, where they can order and make payments through the machine or at the cashier, so that it doesn't become a long queue.

Sixth, customer loyalty is a very important variable in this study. Here's how to improve the indicators and how to maintain them, create a menu that is unique and different from other burgers, maybe from a recipe or an event at a certain time so a special edition menu, for example the burger bun is made of rice compressed by frying, then beef or the chicken used can also be replaced with tuna or mutton so that customers can choose the type of menu they want and this makes the customer satisfied and finally loyal to come back to buy the menu; provide good and fast service, besides that it can also give greetings when someone comes in order to make customers who come have a good impression of burger king so that this can increase the image that burger king in Surabaya is a burger restaurant is the best choice for fast food restaurants; create a member system that can attract several customers, and can see who rarely goes to Burger King, can be given messages via members who are connected to smartphones, then Burger King can provide promos so that they are interested in coming back to the restaurant; maintain an image through rating the Burger King application and asking consumers for opinions if they want via boxes or comments, so Burger King Surabaya can see what is lacking and the majority voices what can be improved.

Recommendation

Looking at the results of the research that has been done, it can be seen that there are still many limitations to the research conducted by the author, therefore the recommendations that can be submitted by the author are as follows:

1. This study aims to increase Customer Loyalty from Burger King in Surabaya, but the formation of Customer Loyalty from Customer Satisfaction, and to increase Customer Satisfaction must be from the variables that make it up, namely Food Quality, Location and Environment, and Service Quality, from all variables The most important thing is the Location and Environment variable, how to increase the Location and Environment variable through the most important indicator, namely by designing and decorating the room so that customers don't get bored, especially with the same duration, it must be adjusted to the existing theme at that time, for example, at Christmas, employees wear red hats. during the big day of Christmas, etc. that adjusts to the existing theme.
2. Seeing the limitations of the research object that took from the respondents of Burger King customers in Surabaya, it is hoped that future research will either use the same model or modify the model so that the model can be applied to different objects to produce more general results on the factors that can affect Customer Loyalty.
3. Further research is expected to be able to complement the existing variables in this study so that it can improve the understanding of factors that affect customer loyalty, for example, adding variables such as word of mouth, trust, application, design, advertisement, brand image and so on.
4. Further research can be developed by connecting the factors that affect Customer Loyalty such as based on customer experience, level of income or monthly expenses, and categorizing gender, for example, men and women separately. Future research can be carried out in different areas where the research carried out in this study or research can be carried out more broadly in scope, so that further research conducted can provide a broader picture of Customer Loyalty.

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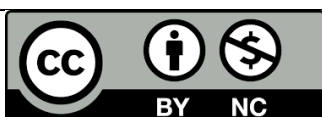
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