# ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY TO CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLE (Study at KFC Ramayana Semper North Jakarta)

**Sarah Milya Dewi1st ; Ir. Ginanjar Syamsuar, ME.2nd**
Sekolah Tinggi Ilmu Ekonomi Indonesia,
Jakarta, Indonesia
sarahameliadewi@gmial.com; ginanjar.syamsuar@stei.ac.id

**Abstract**

*This study aims to determine how much influence product quality and service quality on customer loyalty with customer satisfaction as an intervening variable in KFC Ramayana Semper, North Jakarta. The research strategy used is associative. The research method used in this research is a survey method. The general population in this study were customers of KFC Ramayana Semper, North Jakarta. The research sample was 100 respondents at KFC Ramayana Semper, North Jakarta. The data analysis used is path analysis. Based on the results of statistical calculations, it shows: (1) the sig. t variable of product quality on customer satisfaction of 0.095. (2) sig. t variable quality of service to customer satisfaction of 0.000. (3) sig. t variable of product quality to customer loyalty of 0.055. (4) sig. t variable quality of service to customer loyalty of 0.000. (5) sig. t customer satisfaction variable on customer loyalty of 0.000. (6) sig. t variable of product quality on customer loyalty with customer satisfaction as an intervening of 0.114. (7) sig. t service quality variable on customer loyalty with customer satisfaction as an intervening of 0.000. Conclusion: product quality directly has no effect on customer satisfaction, service quality directly affects customer satisfaction, product quality does not directly affect customer loyalty, service quality directly affects customer loyalty, customer satisfaction directly affects customer loyalty, there are The insignificant influence between product quality on customer loyalty and customer satisfaction as an intervening variable, there is a significant influence between service*

*quality on customer loyalty and customer satisfaction as an intervening variable.*

***Keywords: Product Quality, Service Quality, Customer Loyalty, Customer Satisfaction***

## I. INTRODUCTION

The current economic development has influenced the social and cultural changes that are developing in society, thus making a shift that exists in society. Presence of business conduct in the field of Food today certainly provides different things for the development of food business in Indonesia. Business people always compete against each other in providing the best for their customers such as the quality of products and services of course given to customers. Always maintaining the quality of products and services provided is one of the very important things that must be done in a company so that customers do not move to other products.

Fast food or fast food is known by the public as food that can be bought and consumed quickly and easily. The word fast food itself means fast food is served directly to consumers without waiting a long time and an easy process in the making so that consumers can directly consume it. Fast food is made for people who don't have much time to make it because it is preoccupied by outside activities or work. But in this day and age fast food becomes a food that has been processed to make the presentation process faster and also not just consumed for busy people but in all layers of the community especially among young people, schoolchildren and college children.

Currently it is necessary to develop product innovations in order for KFC to develop market share, so that customer satisfaction bias continues to increase. The Company also strives to generate stable revenue and be able to raise revenue in the future. The efforts made by KFC Ramayan Semper North Jakarta are to develop product quality, build customer quality and improve customer loyalty and customer satisfaction.

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## II. LITERATURE REVIEW

### 2.1 Research Review

The first research was conducted by Randy Febrian, Suharyono et al (2018). Jurnal Analisis, Vol.61 No.1 ISSN : 2302-8912 with the title "Influence of product quality and service quality on customer satisfaction and customer loyalty (survey on Burger King customers in Kuta Square Bali)". The purpose of this research is to know and show the influence of product quality and service quality on customer loyalty. The sample was taken by 112 respondents at Burger King consumers in Kuta Square Bali. Sample withdrawal is done through saturated samples (census). Sample collection techniques are done through questionnaires, this research sampling method is purposive sampling and research analysis techniques using track analysis. The results of this study

showed that the coefficient of product quality influence on customer satisfaction was 0.239, the effect of service quality on customer satisfaction was 2,089,the effect of product quality on customer loyalty was 0.578, the effect of service quality on customer loyalty was 0.578, the effect of customer satisfaction on customer loyalty was 0.165.

The second study was conducted by LukmanKhakim, Azis Fathoni,

Maria M Minarsih et al (2015). Journal of Management of Faculty of Ecnomy, University of Pandanaran

Semarang, Vol.1 No.1 February 2015 E-ISSN : 2502-7689 with the title "Influence of service quality, price and trust in customer loyalty with variable customer satisfaction as variable intervening on Pizza Hut Simpang Lima Branch". There are three independent variables namely product quality (X1), price (X2) and trust (X3) as well as two dependent variables namely customer satisfaction (Y1) and customer loyalty (Y2). This research aims to find out the effect of service quality, price and trust on customer loyalty with variable customer satisfaction as variable intervening at Pizza Hut Simpang Lima Branch. The population in this study was consumers who made purchases at Pizza Hut Simpang Lima Semarang Branch directly from January 2 to June 30, 2014 totaling 53,147. The results of this study show that there is a positive and significant influence between the quality of service to customer satisfaction, there is a positive and significant influence between price to customer satisfaction, there is a positive and significant influence between customer confidence in customer satisfaction, there is a positive and significant influence between customer satisfaction to loyalty.

The third research was conducted by Ynry Purnamasari, Putu Nina Madiawati et al (2014). Journal of Management and Business Studies, Vol.1 No.2 year 2014 ISSN : 2460-3775 / P-ISSN : 2355-9543, with the title "Influence of service quality on customer satisfaction impacting consumer loyalty in McDonald's Cibubur Branch East Jakarta. The purpose of this research is to find out how the quality of service affects the impact of customer satisfaction on customer loyalty. There is one independent variable namely service quality (X1) and two dependent variables namely customer satisfaction (Y1) and customer loyalty (Z1). The results of data analysis and processing found that the quality of service affected 71.68%, the influence of customer satisfaction 70.3%, and the influence of customer loyalty 66%. The partial effect of service quality on customer satisfaction was 30.14%. The effect of customer satisfaction on consumer loyalty was 1.04%. The effect of service quality on customer loyalty is 8.58%. The effect of service quality and customer satisfaction on simultaneous customer loyalty was 12.11% and was influenced by other variables of 87.89%.

The fourth research was conducted by Dwi Aryani, Febriana Rosita et al (2010). Journal of Administrative and Organizational Sciences, Vol.17 No.2 May – August 2010ISSN : 0854-3844 with the title "The effect of quality of service on customer satisfaction in shaping customer loyalty". The purpose of this research is to analyze how the quality of service can affect customer satisfaction in shaping customer loyalty. There is one independent variable namely service quality (X1)

and two dependent variables namely customer satisfaction (Y1), customer loyalty (Z1). This research is quantitative and uses a purpose sampling non-probability technique. This research instrument uses questionnaires analyzed with sctrutural equation modeling. The results of this study show that five dimensions, namely physical evidence, empathy, reliability, speed and assurance have a positive effect on the quality of service. Other results showed customer satisfaction was a factor in customer loyalty. The direct effect of quality of service on customer loyalty did not sustain the study, as researchersi.

did not find a significant direct link between service quality and customer loyalty. The fifth study was conducted by Lilik Trianah (2017). International Online Journal & Nasioanl, Vol.20 No.1 January – June 2017 E-ISSN : 2502-6690 / P-ISSN : 14104814 with the title "Analysis of product quality, service quality and price to customer satisfaction and loyalty at Soerabi Bandung Enhaii Rawamangun Branch". There are three independent variables namely Product Quality (X1), Service Quality (X2), Price (X3) with two dependent variables namely Satisfaction (Y1), Customer Loyalty (Z1). The purpose of this research is to know the influence of product quality, service quality, and price on customer satisfaction and loyalty of Soerabi Bandung branch Enhaii Rawamangun. The sampling technique in this study is purposive sampling with a sample count of 110. The method of data analysis in this study is path analysis. The results of this study showed that the positive effect of product quality on customer satisfaction was 0.249. The positive effect of service quality on customer satisfaction is 0.179. The positive effect of price on customer satisfaction is 0.192. The positive effect of product quality on customer loyalty is 0.246. The results of this study show that the quality of service does not have a positive effect on customer loyalty. The positive effect of price on customer loyalty is 0.221.Customer satisfaction has no positive effect on customer loyalty. The effect of product quality, service quality and price on shared customer satisfaction is 0.139. The effect of product quality, service quality, price, and customer satisfaction on shared customer loyalty was 0.123.

The sixth research conducted by Jalal Hanaysha (2016), published in the Journal of Asian Business Strategy Vol.6 Issue February 2, 2016, E-ISSN : 2225-4226 / P-ISSN : 2309-8295, titled "Testing The Effects of Service Quality, Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry". Satisfaction is considered to be the top priority in business success. Therefore, factors that can determine and influence customer satisfaction are very important. This research aims to test the effects of service quality, food quality, price fairness and physical environment on the customer satisfaction of the fast food restaurant industry on the Malaysian market. This data was collected from 242 customers of international fast food restaurants on the east coast of Malaysi. The results of this study show that service and quality of service have a significant positive effect on customer satisfaction. In addition it reveals that the price of fairness and the physical environment have a significant positive effect on customer satisfaction. This research provides useful advice and guidelines for policymaking in the fast food restaurant industry and confirms the importance of selected factors in influencing customer satisfaction. The journal's difference with the study authors was that it did not use variables in customer loyalty and free variables in the journal using price variables.

The seventh study conducted by Weng Kun Liu, Yueh-Shian Lee et al (2016). Journal of Food Service Business Research (2016) E-ISSN : 1537-8039 P-

ISSN : 1537-8020, titled "The Interrelationship Among Service Quality, Customer Satisfaction, and Customer Loyalty Examination of the Fast Food industry".

This goal is to use customer perspectives to develop conceptual models to improve service quality and improve customer satisfaction and loyalty. A sample of 197 studies was selected from customers of taiwan's leading fast food franchise companies.The results of this study show that the quality of service positively affects customer satisfaction and customer loyalty. The research findings show that it is efficient to ensure they have efficient quality of service to improve customer satisfaction and customer loyalty levels.
The eighth study conducted by Hon G Qin, Victor R Prybutok et al (2008), in the Journal of Quality Management University of North Texas, Vol.15 No.2 2008, E-ISSN : 2575-6222 P-ISSN : 1068-6967, titled "Determinants of Customer Perceived Service Quality in Fas Food Restaurants and Their Relationship to Customer Satisfaction and Behavioral Intentions". This research is to develop related models and metrics that measure the quality of service in fast food restaurants (FFR). As part of this process the authors modified the classic SERVPERF instrument to test the relationship between service quality, food quality, price, customer satisfaction, and behavioral intentions. This modified SERVPERF instrument is given to students at a major university in the southwest. The results of this study support the assumption that quality and customer satisfaction are two important anesthesis of customer intentions. The indirect effect of service quality on behavioral intentions was not supported by this study because the authors did not find a significant relationship between service quality and customer satisfaction. These findings also show that food quality is a significant factor in satisfaction. These findings suggest that FFR managers should focus on monitoring and improving the quality of service and food quality because providing better service to their customers will drive buybacks.

**2.2 Marketing Understanding**

Kotler and et al (2012:146) define marketing management as analysing, implementing, and supervising, programs aimed at conducting exchanges with the intended market with a view to achieving the organization's goals.

**2.3 Marketing Management Understanding**

According to Kotler and Keller (2016:27) who say that marketing management is marketing management as an art and science in selecting target markets and gaining, maintaining, and growing customers through creating, delivering, and communicating superior customer value.

**2.4 Definition of Product Quality**

According to the America Society for Quality Kotler 2012) Product Quality is the overall feature and characteristic of a product or service that affects its ability to satisfy the stated or implied needs of customers.

**2.5 Product Quality Indicators**

Product Quality Indicators by Nasution (2010) as follows:

1. Price relates to the functional aspect of the product and is the main characteristic that customers consider when wanting to buy a product.

2. Privilege is the second aspect of performance that adds basic functions, related to its choices and development. Skunder or complementary characters.

3. Reliability related to the desire for a product to function successfully within a certain period of time under certain conditions. Thus reliability is characteristic that reflects the possible success rate in the use of a product.

4. Conformance relates to the level of conformity to the specifications set beforehand based on the customer's wishes.

**2.6 Understanding of Service Quality**

According to Fandy Tjiptono (2012) is a series of activities through a process that gives rise to direct interaction between one person and another, or the machine physically and provides consumer satisfaction. As a process, the service takes place regularly and equilibrium that covers the entire life of people in the community.

**2.7 Service Quality Indicators**

Service Quality Indicators by Nasution (2010) include 3 things, namely:

**1. Tangible**

In the form of physical appearance, equipment and various good communication materials.

**2. Empathy**

The willingness of employees and employers to care more about paying personal attention to customers.

**3. How to Respond**

The willingness of employees and entrepreneurs to help customers and provide services quickly and hear and address consumer complaints.

**2.8 Understanding Customer Satisfaction**

Customer is the level of consumer feeling after comparing performance or results. he felt compared to his expectations (Kotler, 2004:147). From the above definition it can be concluded that customer satisfaction is the result of a consumer assessment that a perceived product or service can meet the expectations of that consumer.

**1.10 Factors That Affect Customer Satisfaction**

According to Parasuraman and Lupiyoadi (2011:17), there are two factors that can affect the quality of service, namely:

1. Expected Service 2. Service Received

**2.10 Customer Satisfaction Indicator Customer Satisfaction Indicator**

1. Product Quality
2. Quality of Service
3. Emotional
4. Price
5. Cost and Convenience

**2.9 Understanding Customer Loyalty**

Customer loyalty according to Ratih Kurriyati (2010) is a deep enduring customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavioral changes.

**1.11 Factors Affecting Customer Loyalty**

According to Parasuraman and Lupiyoadi (2011: 17), there are two factors that can affect service quality, namely:

1. Service Expected
2. Services Received

**2.11 Customer Satisfaction Indicators**

1. Product Quality
2. Quality of Service

3. Emotional
4. Price
5. Cost and Convenience

**6. Linkages Between Research Variables**

In this research I analyzed whether Product Quality (X1), Service Quality (X2), Customer Satisfaction (Y1) Customer Loyalty (Z1) at KFC Semper Branch, North Jakarta. The dependent variable used in this study is Customer Satisfaction (Y1), Customer Loyalty (Z1) and the independent variables are Product Quality (X1), Service Quality (X2).

## I. METODE PENELITIAN

The strategy used by this study is an associative strategy which aims to identify the extent to which Product Quality (X1), Service Quality (X2) are independent variables on Customer Satisfaction (Y1), Customer Loyalty (Z1) as the dependent variable.

The use of this method is used in accordance with the aims and objectives of the study, namely to determine how much influence the product quality and service quality have on customer loyalty through customer satisfaction of KFC Ramayana Semper, North Jakarta.

### 3.3.1. Data and Data Collection Methods

The data used by researchers is primary data. Primary data is data that refers to information obtainedfirst-handbytheresearcherconcerned with a variable of interest for the specific purpose of the study. Primary data sources are data sources that are obtained directly from the source, recorded for the first time and are directly related to the problem to be studied. Which is the source of data, namely individual respondents, focus groups, which are related to Product Quality and Service Quality to Customer Loyalty and Customer Satisfaction as an intervening variable as well as data that shows respondents make purchasing decisions for KFC RamayananSemper products, North Jakarta.

### 3.3.1. Data and Data Collection Methods

Primary data is data that is collected directly by researchers to answer problems or research objectives conducted in exploratory, descriptive or causal research using data collection methods in the form of surveys and observations

### 3.3.1. Data collection technique

The data collection technique in primary research is to use a questionnaire, which is to provide several question points and be accompanied by several answer choices. The questionnaire contains questions that are in accordance with the problems being studied, namely Product Quality and Service Quality to Customer Loyalty and Customer Satisfaction as intervening variables at KFC Ramayana Semper North Jakarta. Measurements on each variable were carried out using a Likert scale with the PLS (Partial Least Square) application. According to Sugiyono (2017), it is a measuring tool used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomenal

### 3.3.1. Data Analysis Methods

The statistical analysis of the research data uses path analysis to see the direct or indirect effect between variables. Researchers use path analysis in this research because path analysis allows researchers to test propositions regarding the cause =

relationship which can be known to arrive at the last dependent variable, must go through the direct route or through mediation. The model is depicted in the form of a circle and arrows, where the arrow remains to show as the cause because each variable in a model is the dependent variable (the respondent) while the others are the cause.

**3.3.1. Statistical Analysis of Data**

The data analysis technique in this study uses Structural Equation Modeling (SEM) and uses the smartPLS 3.0 application. The analysis on PLS was carried out in three stages:

1. Outer Model Analysis
2. Inner Model Analysis
3. Hypothesis testing

**4.1 II. RESEARCH RESULTS AND DISCUSSION A. 4.2 Instrument Testing Results**

**B. Convergent Validity**

**C.** The research instrument is declared valid if the Loading Factor value is above 0.5 and if the loading factor value is less than 0.5 then it is declared invalid. This test uses the Smart PLS 3.0 application. Here are the processing result.

data for the statement of Product Quality and Service Quality instruments on Customer Loyalty and Customer Satisfaction.

**Tabel 4.3.** *Outer Loading*

| Korelsi Indikator dengan Variabel | *Loading Factor* | *T-statistic* | Keterangan |
|---|---|---|---|
| **KPr1 <- KPr** | 0.700 | 10.819 | Valid |
| **KPr2 <- KPr** | 0.752 | 14.303 | Valid |
| **KPr3 <- KPr** | 0.569 | 5.883 | Valid |
| **KPr4 <- KPr** | 0.692 | 9.509 | Valid |
| **KPr5 <- KPr** | 0.558 | 6.542 | Valid |
| **KPr6 <- KPr** | 0.746 | 12.606 | Valid |
| **KPr7 <- KPr** | 0.651 | 8.150 | Valid |
| **KPr8 <- KPr** | 0.678 | 10.482 | Valid |
| **KPr9 <- KPr** | 0.673 | 8.388 | Valid |
| **KPly1 <- Kply** | 0.766 | 17.412 | Valid |
| **KPly2 <- Kply** | 0.610 | 7.815 | Valid |
| **KPly3 <- Kply** | 0.646 | 9.307 | Valid |
| **KPly4 <- Kply** | 0.613 | 5.530 | Valid |
| **KPly5 <- Kply** | 0.701 | 11.005 | Valid |
| **KPly6 <- Kply** | 0.861 | 30.756 | Valid |
| **KPly7 <- Kply** | 0.824 | 21.982 | Valid |
| **KPly8 <- Kply** | 0.777 | 16.705 | Valid |
| **KPly9 <- Kply** | 0.761 | 14.885 | Valid |

| | | | |
|---|---|---|---|
| **KPly10 <- Kply** | 0.754 | 13.464 | Valid |
| **Puas1 <- Puas** | 0.858 | 26.492 | Valid |
| **Puas2 <- Puas** | 0.873 | 27.904 | Valid |
| **Puas3 <- Puas** | 0.909 | 43.141 | Valid |
| **Loyal1 <- Loyal** | 0.843 | 17.042 | Valid |
| **Loyal2 <- Loyal** | 0.871 | 31.047 | Valid |
| **Loyal3 <- Loyal** | 0.879 | 30.447 | Valid |

*Based on table 4.3, it can be seen that some validity values for each indicator of each latency variable are good because they have a loading factor value of more than 0.40.*

### *C.* Discriminant Validity

**Discriminant validity is used to ensure that each concept of a latent variable is different from other variables. Model**

Has good discriminant validity if each loading value of each indicator of a latent variable has the greatest loading value with other loading values against other latent variables. The results of discriminant validity testing were obtained as follows:

**Tabel. 4.5. *Discriminant Validity***

| | K.Produk | K.Pelayanan | Kepuasan | Loyalitas |
|---|---|---|---|---|
| **K.Produk** | **0.772** | | | |
| **K.Pelayanan** | 0.672 | **0.776** | | |
| **Kepuasan** | 0.612 | 0.710 | **0.880** | |
| **Loyalitas** | 0.671 | 0.736 | 0.801 | **0.864** |

*Sumber: Output PLS*

## 4.2. Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient value for the independent variable, which is then assessed for its significance based on the t-statistic value for each path. The structural model of this research can be seen in the following figure.Gambar 4.6

**Tabel 4.6**
**Nilai *R-Square***

| Variabel | *R-Square* |
|---|---|
| Kepuasan | 0,514 |
| Loyalitas | 0,731 |

*Sumber: Output PLS*

Table 4.6 shows that the R-square value for the satisfaction variable is 0.514 and for the loyalty variable it is 0.731. The r-square value of the satisfaction variable is 51.4%. This means that simultaneously the variables of product quality and service quality can explain the effect on customer satisfaction by 51.4% and

the remaining 48.6% is influenced by other variables. Meanwhile, the r-square value of the loyalty variable is 73.1%. This means that simultaneously the variables of product quality, service quality and customer satisfaction can explain the effect on customer loyalty by 73.1% and the remaining 26.9% is influenced by other variables.

### 4.2. Hypothesis test

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result forinner weight. Table 4.7 provides the estimated output for testing the structural model.Tabel 4.7

***Path Coefficients***

| | Original Sample | *p-value* | *Signifikansi* | Keterangan |
|---|---|---|---|---|
| **KPr → Kepuasan** | 0.159 | 0.095 | 0.05 | **TidakSignifikan** |
| **KPly → Kepuasan** | 0.587 | 0.000 | 0.05 | **Signifikan** |
| **KPr → Loyalitas** | 0.177 | 0.055 | 0.05 | **TidakSignifikan** |
| **KPly → Loyalitas** | 0.639 | 0.000 | 0.05 | **Signifikan** |
| **Kepuasan → Loyalitas** | 0.491 | 0.000 | 0.05 | **Signifikan** |
| **KPr→Kepuasan→Loyalitas** | 0.078 | 0.114 | 0.05 | **TidakSignifikan** |
| **KPly→Kepuasan→Loyalitas** | 0.288 | 0.000 | 0.05 | **Signifikan** |

*Sumber: Output PLS*

**Hypothesis Test 1**

From table 4.7 above, it can be seen that the original sample estimate KPr value is 0.159 with a p-value of 0.095, greater than 0.05. Based on the regression results, it can be concluded that the product quality does not directly affect customer satisfaction (**the first hypothesis is rejected).**

**Hypothesis Test 2**

second is done to see whether service quality (KPly) directly affects customer satisfaction. The test results can be seen in the table

4.7 above, with a p-value of 0,000 less than 0.05. Based on the regression results, it can be concluded that service quality directly affects customer satisfaction **(the second hypothesis is accepted)**

**Hypothesis Test 3**

The third test is done to see whether product quality (KPr) directly affects customer loyalty. The test results can be seen from table 4.7 above, with a p-value of 0.055, greater than 0.05. Based on the regression results, it can be concluded that the product quality does not directly affect customer loyalty (**the third hypothesis is rejected).**

**Hypothesis Test 4**

The fourth test is conducted to see whether service quality (KPly) directly affects customer loyalty. The test results can be seen from table 4.7 above, with a p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that service quality directly affects customer loyalty **(the fourth hypothesis is accepted).**

**Hypothesis Test 5**

The fifth test is carried out to see whether customer satisfaction directly affects customer loyalty. The test results can be seen from table 4.7 above, with a p-value of 0.000,

smaller than 0.05. Based on the regression results, it can be concluded that directly Customer satisfaction affects customer loyalty **(fifth hypothesis is accepted).**

**Hypothesis Test 6**

The sixth test is done to see whether product quality indirectly affects customer loyalty through customer satisfaction. The test results can be seen from table 4.7 above, with a p-value of 0.114, greater than 0.05. Based on the regression results, it can be concluded that indirectly product quality through customer satisfaction has no effect on customer loyalty **(the sixth hypothesis is rejected**).

**Hypothesis Test 7**

through customer satisfaction. The test results can be seen from table 4.7 above, with p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that the service The seventh test is done to see whether service quality indirectly affects customer loyalty quality through customer satisfaction indirectly affects customer loyalty (seventh hypothesis is accepted).

## 4.2. Research Findings

Results Based on the data obtained by distributing questionnaires to 194 respondents and the results of calculations using smart PLS 3.0 and also testing the results of the hypotheses that have been carried out, as follows

1. The results of data processing in this study indicate that there is no partial effect between product quality on customer satisfaction with a significance value of 0.095> 0.05 (significance level). The results of the research that are in accordance with this research are research conducted by Rachmad Hidayat (2017) where product quality does not significantly influence customer satisfaction, this means that the better the quality of the product provided does not necessarily make customers feel satisfied.

1. The results of data processing in this study indicate that there is a significant influence between service quality on customer satisfaction partially with a significance value of 0.000 <0.05 (significance level). The results of this study are in accordance with the research conducted by Dra. Nunuk Herawati, MM, MH, Dra. Murni Sulistyowati, MM (2019) which

shows that service quality shows positive and significant results on customer satisfaction. The relationship offered by the restaurant. To create a quality service that is able to create customer satisfaction, the restaurant must be able to understand the level of customer perceptions and expectations. This is because customer satisfaction is a comparison between customer perceptions and expectations of the perceived service quality..

2. 2. The results of data processing in this study indicate that there is no influence between product quality on customer loyalty partially with a significance value of 0.055> 0.05 (significance level). This is because customers cannot be loyal to the company, if the customer is not yet feel satisfaction first. Customer loyalty to a restaurant's products is not always in line with the restaurant's product quality. The public as customers have various considerations in choosing restaurant products to consume. The results of this study are in accordance with research conducted by Saputro (2010) and Zainnudin (2011) which shows that product quality shows positive and significant results on customer loyalty. Product quality is the overall feature of a product or service on the ability to satisfy stated / implied needs. Kotler and Armstrong (2012) state that product quality has a very close relationship with customer satisfaction because product quality can be judged by the product's ability to create customer satisfaction.

3. The results of data processing in this study indicate that there is a significant influence between service quality and customer loyalty partial with a significance value of 0.000 <0.05 (significance level). This is in accordance with the theory (Tjiptono, 2012) that one of the factors that affect customer loyalty is service quality. Quality in a service is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. This research is supported by research conducted by Heri Setiawan (2014) which shows that service quality variables have a significant effect on customer loyalty. Good service quality has an important meaning for the company's survival because it can create customer satisfaction. Characteristics of loyal customers according to Griffin (2003) : 31) are as follows making regular repeat purchases, buying between lines of products and services, referring to others, showing immunity to the pull from competitors.

4. The results of data processing in this study indicate that there is a significant influence between customer satisfaction and customer loyalty partially with a significance value of 0.000 <0.05 (significance level). Customer satisfaction can be the basis for the realization of loyal or loyal customers. Customers who achieve high levels of satisfaction will have a bond to the product brand, not just rational preferences and will ultimately build customer loyalty. This research is in line with research conducted by Mutmainnah (2017) with the results of direct customer

satisfaction research which has a positive and significant effect on customer loyalty.

# II. CONCLUSIONS AND SUGGESTIONS

## 4.1. CONCLUSIONS

Analysis of Product Quality and Service Quality on Customer Loyalty with Customer Satisfaction as an intervening variable at KFC Ramayana Semper North Jakarta:

1. The results of the study show that the distinctive taste of KFC fried chicken and the various packages that offer a wide variety of menus is produced by KFC. With good product quality, consumer wants and needs for a product will be fulfilled. Semper North Jakarta will further increase customer satisfaction in consuming the products served.

2. The word of the research shows that the quality of service provided by KFC Ramayana Semper North Jakarta is quite good. The cleanliness of the restaurant is well paid attention to by employees, so that consumers feel comfortable.

3. Based on the results of this study, the most dominant indicator in reflecting product quality that can affect customer satisfaction and loyalty is product hygiene, the right portion and product variation. Service quality directly affects customer loyalty of KFC Ramayana Semper, North Jakarta.

4. To avoid customer boredom with its products, KFC needs to create a new menu taste. Such as product variety, the right portion, practical packaging, halal assurance and good aroma also need to be improved in order to improve product quality in order to increase KFC consumer satisfaction and loyalty.

## 4.2. Suggestion

Based on the results of the marketing conclusions that can be given, it can increase customer loyalty, including:

1. Due to the lack of consumer attention to referencing KFC products, there is a need for increased promotion. So that by carrying out promotions, it is expected that both old and new consumers will want to visit.

2. Facilities that need to be completed include playing for toddlers, because many KFC visitors bring their toddlers. So that it is expected to increase customer satisfaction with the services provided and increase customer attractiveness to remain loyal to KFC Ramayana Semper.

3. Visitor monitoring activities need to be increased again in an effort to determine the level of customer loyalty. Monitoring activities can be done by providing a member card.

### 4.3. Research Limitations and Further Research Development

Based on the research that has been done, further researchers are expected to be able to provide higher quality research results because this research has several limitations including the following:

1. In this study, respondents were drawn only on a small scale, namely 100 respondents who had already made purchases at KFC Ramayana Semper for further researchers to take a larger number of respondents.
2. In this study only focuses on the variable product quality, service quality, customer loyalty and customer only, for further researchers can add other variablesthat support customer loyalty.

# DAFTAR REFERENSI

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