

Analysis of Service Quality, Price and Customer Trust on Loyalty at Fritto Chicken on Asia Medan Street

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ABSTRACT

The Fritto Chicken is a fast-food franchise located in Medan, known for its specialty in fried chicken. Amidst the rapid growth of the culinary industry and intense competition, the Fritto Chicken branch must strive to maintain customer loyalty. Key factors such as service quality, pricing, and brand trust are essential to evaluate in order to remain competitive and foster customer retention. This research was conducted to explore how service quality, pricing, and customer trust contribute to building loyalty among patrons of the Fritto Chicken branch. A quantitative method with a causal associative approach was employed, gathering data through questionnaires distributed to 100 customers. The study utilized theoretical frameworks surrounding service quality, pricing, and customer trust to assess their positive and significant influence on customer loyalty.

Keyword: *Quality, Price, Customer Trust, Loyalitas, Fritto Chicken*

INTRODUCTION

Industry The development of the culinary industry in Indonesia is currently showing quite rapid growth (Ministry of Industry, 2022). Gross Domestic Product (GDP) at constant prices from the food and beverage sector reached IDR 849.40 trillion in 2023, an increase of 4.47% compared to the previous year which was only IDR 813.06 trillion (BPS, 2023). This growth is influenced by changes in people's lifestyles, the diversity of consumer preferences, and technological advances (Ministry of Finance, 2022). One form of this change is the increasing public demand for practical and fast food and drinks (Ufrida & Harianto, 2022).

Changes in the lifestyle of the Indonesian people have also driven the rapid development of fast food restaurants. This is because people's consumption patterns today tend to be more inclined towards something that is instant, practical, and in accordance with high mobility and work activities, so they prefer food and beverage products that are easy to obtain and quickly served.

According to Tiong (2021), companies that have good quality and succeed in dominating the market will be able to build strong bonds with customers. This allows companies to understand consumer desires more deeply in order to create customer loyalty. Based on the author's observations, Fritto Chicken Asia branch needs to improve aspects of service quality, price, and customer trust in order to strengthen consumer loyalty. This is in line with Rafiah's opinion (2019), that customer loyalty is the main result that is very important for the sustainability of a business.

There are several factors that influence customer loyalty, one of which is service quality. Research by Makanyeza & Chikazhe (2019) shows that the higher the quality of service provided, the greater the level of customer loyalty. Customers tend to remain loyal if they are satisfied with the service they receive, even exceeding their expectations (Tiong, 2021). Therefore, service quality is an important element in building loyalty.

Findings from Mufarida et al. (2024) and Farisy et al. (2022) reinforce that service quality has a positive impact on customer loyalty. However, studies by Triandewo & Yustine (2020) and Lyna & Prasetyo (2021) actually show that price also has a significant influence on loyalty, and can even be the main factor in some cases.

Furthermore, according to Rukmel et al. (2021), loyalty is also influenced by price. Competitive and affordable prices are important considerations for customers in choosing a place to eat. Customers prefer restaurants that offer prices according to their abilities, especially amidst the many choices of fast food restaurants. Therefore, companies must set attractive prices without sacrificing service quality in order to compete in the market (Anggraini & Budiarti, 2020). However, the results of studies regarding the effect of price on customer loyalty are still varied, as shown by Purnama et al. (2022) and Hariono & Marlina (2021) who stated that there was no significant influence, while Purwianti (2023) and Another factor that also influences customer loyalty is consumer trust. This trust is very important in building long-term relationships between companies and customers. When customers trust a brand or company, they are more likely to remain loyal. According to Harumi (2020), loyalty will not be achieved without customer trust in the company. However, as with price, the effect of trust on loyalty also shows varying results. Research by Purnama (2019) and Itu et al. (2021) showed a positive effect, while Resika (2019) and Winasih & Hakim (2021) found that customer trust did not have a significant effect on loyalty.

LITERATURE REVIEW

Definition of Customer Loyalty

Customer loyalty plays an important role in the sustainability of a company. By maintaining loyalty, a company can improve its financial performance and maintain its existence. This explains why many businesses strive to acquire and retain customers. Halim et al. (2021) explain that loyalty refers to a customer's commitment to continue making purchases, despite offers from competitors. Meanwhile, according to Fatihudin and Firmansyah (2019), loyalty can be seen from consumer behavior that continues to choose the same product or service, without switching to competing brands. Srisusilawati et al. (2023) also stated that loyalty is reflected in the consistent action of purchasing products and services from a particular

company. Customer Loyalty Indicators (Setyaleksana et al., 2017):

1. Repeat purchase
2. Retention or maintaining customers
3. Recommendations to others (referrals)

Product Variation

Product variation reflects the differences in features or attributes of a product, including color, size, design, price, or certain technical specifications. According to Christopher, Sutiono, and Lesmana (2021), this variation allows companies to adjust products to consumer needs. Herlina (2022) added that a product variation strategy is important for managing a company's product portfolio, either by adding or reducing products according to market needs. Indicators (Sisca, 2022):

1. Design: How many choices of designs, colors, and styles are available.
2. Price: The range of price differences between products indicates the level of variation.
3. Functionality: A variety of product functions that can increase purchasing interest.
4. Customer Satisfaction: The level of satisfaction with varied products reflects the effectiveness of the variation strategy.

Brand Image

Brand image is a perception formed in the minds of customers after interacting with a brand. Sawlani (2021) explains that brand image describes how modern consumers judge a brand based on visual and experiential aspects. Kotler et al. (2019) stated that brand image reflects associations embedded in the minds of consumers. A similar view was expressed by Fatihudin and Firmansyah (2019) that brand image is an impression that arises when consumers remember a brand. Indicators (Mujid & Andrian, 2021):

1. Perception of the company as a producer of products or services.
2. User views of the product, related to social status or lifestyle.
3. User assessment of the attributes, functions, guarantees, and consumers of the product.

Promotion

Promotion is an effort made to develop and increase the competitiveness of products or services. Winarno and Sunyoto (2020) explain that promotion is an important part of the marketing mix that supports sales activities. Laksana (2019) added that promotion is a form of communication between sellers and buyers to form a positive perception of the product. Promotion Indicators (Kotler, 2019):

1. Advertising: Non-personal communication media to attract buying interest.
2. Sales promotion: Tactics used to encourage purchases, such as discounts.
3. Public relations: Strategy to build and maintain a positive image of the company in the eyes of the public.

Service Quality

According to Manengal (2021), service quality is a dynamic state that includes products, services, workforce, and processes and environments that are able to meet or exceed

customer expectations. Gunawan (2019) added that service quality can be assessed from how much the value of the service benefits is in accordance with customer desires. Indicators (Gofur, 2019):

1. Reliability: The ability to provide services appropriately and accurately according to the promised time.
2. Responsiveness: The readiness of staff in providing assistance and services.
3. Assurance: Knowledge and professional attitude of staff that fosters a sense of security and trust.
4. Empathy: The ability to understand individual customer needs through good communication and personal attention.
5. Tangibles: The appearance of facilities, equipment, and employees as part of the representation of service quality.

RESEARCH METHODS

Type of Research

This research uses a quantitative approach. According to Sugiyono (2016), a quantitative approach is a research method that has a systematic, structured, and carefully planned design based on the philosophy of positivism. In other words, quantitative data is data that can be measured numerically and presented in the form of numbers or information that can be calculated objectively.

Data Sources

The data used in this study comes from two types, namely primary data and secondary data. Primary data is obtained directly through filling out questionnaires by respondents. While secondary data is taken from previously available sources and is generally easier to access than primary data.

Location and Time of Research

This research was conducted in the Medan City area and involved Fritto Chicken consumers as research objects. Data collection was carried out during April until this research was completed.

Population and Sample

The population in this study is all Fritto Chicken consumers in Medan City during the period 2020 to 2023, with a total number of consumers reaching 1,780,468 people. The sample is part of the population that is used as the object of observation. Referring to Ghozali (2018), this study uses the Non-Probability Sampling method with the Accidental Sampling technique, namely sampling based on chance who is met and willing to be a respondent. Based on the calculations that have been made, the number of samples set for this study is 100 respondents.

RESULT

Classical Assumption Test

Normality Test

The normality test is conducted to determine whether the data used in this study is normally distributed or not. Decision making is based on the significance value (sig), where the data is said to be normal if the sig value is greater than 0.05 (Ghozali, 2016). The test results are presented in the next section.

The results of statistical testing using the One-Sample Kolmogorov-Smirnov method show that the significance value obtained is 0.200. Because this value is greater than the significance limit of 0.05, it can be concluded that the residual data in this study is normally distributed, thus meeting the requirements for a normality test.

Multicollinearity Test

The multicollinearity test is used to determine whether there is a relationship or correlation between independent variables in the regression model used. This test is important so that the resulting model does not experience interference due to the strong relationship between independent variables.

Based on the calculation results, all variables have a tolerance value greater than 0.1. The tolerance value for the product variation variable is 0.496, brand image is 0.372, promotion is 0.794, and service quality is 0.703. Because all of these values are more than 0.1, no symptoms of multicollinearity were found based on the tolerance indicator. 2. In addition, all Variance Inflation Factor (VIF) values are also below 10. The VIF for product variation is 2.016, brand image is 2.687, promotion is 1.259, and service quality is 1.423. Because all VIF values are <10 , it can be concluded that there is no multicollinearity between the independent variables in this regression model. Thus, the data used meets the requirements for further regression testing.

Heteroscedasticity

Based on the results of the heteroscedasticity test on the variables Product Variation, Brand Image, Promotion, and Service Quality listed in the table above, the significance value for the product variation variable is 0.218, for the Brand Image variable is 0.769, for the Promotion variable is 0.684, and for the Service Quality variable is 0.357. Because these significance values are greater than 0.05, it can be concluded that the four variables do not show symptoms of heteroscedasticity.

Multiple Linear Regression Test

The results are entered into a multiple linear regression equation, which produces the following equation:

Table 1. Coefficient

Coefficients^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero	Partial	Part
1	(Constant)	8.524	1.731		4.926	.00			
	Variasi_Produk	.246	.054	.468	4.574	.00	.661	.425	.329
	Brand_Image	.065	.068	.114	.967	.33	.601	.099	.070
	Promosi	.111	.053	.168	2.078	.04	.360	.209	.150
	Kualitas_Pelayan	.135	.072	.160	1.867	.06	.429	.188	.134
a. Dependent Variable: Loyalitas_Pelanggan									

$$Y = 8.524 + 0.246 X1 + 0.065 X2 + 0.111 X3 + 0.135 X4 + \epsilon$$

The coefficients in the multiple linear regression equation above can be explained as follows:

1. The constant of 8.524 indicates that if all independent variables, namely Product Variation (X1), Brand Image (X2), Promotion (X3), and Service Quality (X4), have a value of 0, then the level of Customer Loyalty is 8.524.
2. The coefficient β_1 for Product Variation is 0.246, which indicates a positive relationship. This means that every increase in Product Variation will be followed by an increase in Customer Loyalty of 0.246, assuming the other independent variables remain constant.
3. The coefficient β_2 for Brand Image is 0.065, which also indicates a positive relationship. This means that every increase in Brand Image will increase Customer Loyalty by 0.065, assuming other independent variables remain constant.
4. The coefficient β_3 for Promotion is 0.111, indicating a positive relationship. Every increase in Promotion will be followed by an increase in Customer Loyalty by 0.111, assuming other independent variables remain constant.
5. The coefficient β_4 for Service Quality is 0.135, indicating a positive relationship. Every increase in Service Quality will increase Customer Loyalty by 0.135, assuming other independent variables remain constant.
6. Based on the regression value of the independent variables, it can be concluded that the variable that has the greatest influence on Customer Loyalty is Product Variation (X1) with an influence of 24.6%. From this information, it can be concluded that Customer Loyalty is more influenced by the increase in Product Variation.

Discussion

The Effect of Product Variation on Customer Loyalty

The results of the study obtained related to the effect of Product Variation on Customer Loyalty show that based on partial hypothesis testing, the Tcount value obtained is 4.574, while Ttable with $\alpha = 5\%$ is 1.1985. Because Tcount is greater than Ttable ($4.574 > 1.1985$) and the significance value is 0.000 (less than 0.05), then H_0 is rejected and H_a is accepted. This shows that partially, Product Variation has a positive and significant effect on Customer Loyalty at Fritto Chicken.

Based on the results of this study and previous studies, it can be concluded that Product Variation does have an effect on Customer Loyalty. The more Product Variation develops and increases, the more consumers will come and eat at Fritto Chicken.

This study is also in line with previous research conducted by Surya Andika and Pupung Purnamasari in the MEA Scientific Journal Vol.8 No.2 (2024), entitled "The Effect of Product Variation, Promotion, and Price on Customer Loyalty (Case Study on Fritto Chicken Jalan Asia Medan Customers)". The study states that Product Variation can affect Customer Loyalty at Fritto Chicken, where with the many product variations, consumers tend to come back to try the new variants offered.

The Effect of Service quality on customer loyalty

The results of this study indicate that service quality directly has a positive and significant effect on customer loyalty. This is in line with previous research conducted by Purwianti et al., (2022) that if the quality of service provided is good, such as service and friendliness of staff, it will have a positive impact on customer loyalty.

Partial Test Results (t-Test), service quality has been measured with five dimensions in this study. The t-test value is 4.663 and the significance is 0.000 which shows that the results of the study provide empirical evidence statistically that there is a positive and significant influence of service quality on customer loyalty at Fritto Chicken Branch. This is in line with previous studies by Mufarida et al., (2024) and Farisy et al., (2022) that service quality will have a positive effect on customer loyalty. Descriptive statistics of service quality have an average value of 4.39 indicating that it is relatively very good, in the sense that it is sufficient to support customer loyalty. Customers who are really well served by employees and get the service they expect (service quality) will ultimately increase customer loyalty (Makanyeza & Chikazhe, 2019).

The results of this study indicate that statistically there is a positive and significant influence of service quality on customer loyalty which was carried out by involving 100 Fritto Chicken Branch customer respondents, namely showing that Fritto Chicken Branch is Halal certified, the ingredients used in the food manufacturing process come from sources that are guaranteed halal, employee training to understand the importance of halal certification and how to maintain cleanliness and halal products, comply with all regulations set by halal institutions. By meeting all these criteria, Fritto Chicken Branch can provide assurance to customers that the products offered are halal and of high quality. The literature study that has been conducted previously is supported by research by Mufarida et al., (2024) and Farisy et al., (2022) which shows that service quality has a significant positive influence on customer loyalty. According

to Rahayu & Kunci, (2022) service quality or services, namely customers will feel satisfied if they get good service or according to expectations. It can be concluded that the results of this study indicate that there is a positive and significant influence of service quality on customer loyalty at Fritto Chicken Branch, where the statement is in accordance with the first hypothesis, therefore the first hypothesis is accepted. 2. Price has a positive and significant effect on customer loyalty at Fritto Chicken Branch.

The Effect of Price on customer loyalty

The results of this study indicate that price directly has a positive and significant influence on customer loyalty at Fritto Chicken Branch. This is in line with previous research conducted by Farisi & Siregar, (2020) that price is an amount of money spent on a product and service, or an amount of value exchanged by customers to obtain benefits or ownership. Partial test results (t-test), price has been measured with three dimensions in this study. The t-test value is 2,589 and a significance of 0.011 which indicates that the results of the study provide statistical empirical evidence that there is a positive and significant influence of price on customer loyalty at Fritto Chicken Branch. This is in line with previous research by Malik & Cicik Harini, (2020) and Farisi & Siregar, (2020) that price will have a positive effect on customer loyalty. Descriptive price statistics have an average value of 4.38 indicating that it is relatively very good, meaning that it is sufficient to support customer loyalty. Customers who feel they are paying a fair price for each purchase transaction, while the reference level of price fairness indicates that customers feel the product price is fair for the goods paid (Rahayu, 2022).

The results of this study indicate that statistically there is a positive and significant influence of price on customer loyalty which was carried out by involving 100 respondents of Fritto Chicken Branch customers, namely showing that Fritto Chicken Branch provides a package menu by offering more economical prices, economic value by offering customers to get more food at a more affordable price so that it is attractive to consumers who are looking for more value, menu packages help customers choose food easily so as to reduce confusion when deciding what to order, providing packages at special prices can increase appeal and increase sales especially when there are certain moments or special promotions, well-designed packages provide a more complete and satisfying dining experience for customers thereby increasing customer loyalty. The literature study that has been conducted previously is supported by research by Purnama et al., (2022) and Hariono & Marlina, (2021) which shows that price has a positive and significant influence on customer loyalty.

Malik & Cicik Harini, (2020) said that price is an important element attached to a product. Price is the main key for customers to buy goods. It can be concluded that the results of this study state that there is a positive and significant effect of price on customer loyalty at Fritto Chicken Branch, where the statement is in accordance with the second hypothesis, therefore the second hypothesis is accepted. 3. Customer trust has a positive but insignificant effect on customer loyalty at Fritto Chicken Branch

The Effect of Customer Trust on customer loyalty

The results of this study indicate that customer trust does not directly have a significant effect on customer loyalty at Fritto Chicken Branch. This is in line with previous research

conducted by Adjil & Samuel, (2021) that customers do not trust or do not have confidence in certain parties in carrying out transaction relationships based on a belief that the person they trust will fulfill all their obligations properly as expected. Partial Test Results (t-Test), customer trust has been measured with three dimensions in this study. The t-Test value is 0.659 and the significance is 0.511 which indicates that the results of the study provide statistical empirical evidence that there is no significant effect of customer trust on customer loyalty at Fritto Chicken Branch. This is in line with research by Resika, (2019) which found that customer trust does not have a significant effect but has a positive effect and according to Winasih & Hakim, (2021) it was found that customer trust does not have a positive and significant effect on customer loyalty. Descriptive statistics of customer trust have an average value of 4.36 indicating that it is relatively very good, in the sense that it is sufficient to support customer loyalty. Customer trust will come when the restaurant or restaurant employees understand customer needs, respect customers, and offer relevant services (Gefen et al., 2023). The results of this study indicate that statistically there is no significant effect of customer trust on customer loyalty which was carried out by involving 100 Fritto Chicken Branch customer respondents, namely showing that Fritto Chicken Branch does not have a good SOP (Standard Operating Procedure), therefore improvements are needed, namely by conducting a thorough analysis of existing SOPs to identify areas that need improvement or updating, involving employees from various divisions in the process of creating and revising SOPs, so as to get input

valuable from employee experience in the field, hold regular training sessions to ensure all employees understand and can implement SOPs properly, utilize software or management applications to facilitate access and monitoring of SOP implementation in real time, conduct regular audits to evaluate SOP implementation and identify areas that need improvement, create a feedback mechanism from employees about the effectiveness of SOPs, so that they can be continuously improved as needed. The second result shows that Fritto Chicken Branch does not have a commitment (to organize events), therefore improvements are needed, namely by making a clear event plan with detailed goals, themes, and timelines, collecting input from visitors after the event to find out what worked and what needs to be improved, holding events regularly and providing information about the next event to build customer loyalty. The literature study that has been conducted previously is supported by research by Purnama, (2019) and Riwu et al., (2021) which shows that customer trust has no effect on customer loyalty.

Kusuma et al., (2020) argue that customer trust is a trust when one group, namely the company and customers, have confidence in each other to be able to create a mutually beneficial relationship. It can be concluded that the results of this study state that there is no significant influence of customer trust on customer loyalty at Fritto Chicken Branch, where this statement is not in accordance with the third hypothesis, therefore the third hypothesis is rejected. 4. Service quality, price, and customer trust simultaneously have a positive and significant effect on customer loyalty at Fritto Chicken Branch

The Effect of Service quality, Price, and Customer Trust on customer loyalty

The results of this study indicate that service quality, price, and customer trust simultaneously have a positive and significant effect on customer loyalty at Fritto Chicken D

Branch. This is in line with previous studies conducted by Aprilenyet al., (2022) and Anggraini & Budiarti (2020) that when a company provides services according to what customers want (service quality), a number of values exchanged by customers to obtain benefits or ownership or use of a product or service (price), and is able to make customers willing to be loyal to a product or service from a particular company that is believed to be able to meet customer needs (customer trust) will be able to increase customer loyalty. The results of the simultaneous test (F Test) of service quality, price, and customer trust have been measured with four dimensions in this study. The F Test value is 33,451 and a significance of 0.000 which shows that the results of the study provide statistical empirical evidence that there is a positive and significant influence of service quality, price, and customer trust on customer loyalty at Fritto Chicken Branch. This is in line with previous research by Saputri, (2019) and Hasanuddin et al., (2020) that when an organization or company provides product and service quality according to what is paid for, it will make customers satisfied and trust and ultimately increase customer loyalty. Descriptive statistics of service quality, price, and customer trust on customer loyalty have an average value of 4.36, indicating that it is relatively very good, meaning that it is sufficient to support customer loyalty. Customer loyalty is one of the most important results of a business (Rafiah, 2019). Anggraini & Budiarti, (2020) customers are said to be loyal if the customer shows regular purchasing behavior or there is a condition that requires customers to buy at least twice within a certain time interval.

The results of this study indicate that statistically there is a positive and significant influence of service quality, price, and customer trust on customer loyalty which was carried out by involving 100 respondents of Fritto Chicken Branch customers, namely showing that customers do not only buy Fritto Chicken's main product (chicken), where FrittoChicken provides a variety of menus such as burgers, spaghetti, nuggets, potatoes, chicken, mozzarella donuts, crispy chicken satay that make customers want to try more, package offers that combine chicken with other items are often more economical and attractive, providing promotions or discounts for additional menus encourages customers to try other products, and launching new or special menus that attract attention, such as unique flavors or seasonal ingredients. The literature study that has been conducted previously is supported by research by Saputri, (2019) and Hasanuddin et al., (2020) which shows that service quality, price, and customer trust have a positive and significant influence on customer loyalty.

Rafiah, (2019) loyalty provides a meaningful indicator of success for an organization in a competitive market environment. It can be concluded that the results of this study state that there is a positive and significant influence of service quality, price, and customer trust on customer loyalty at Fritto Chicken Branch, where this statement is in accordance with the fourth hypothesis, therefore the fourth hypothesis is accepted.

CONCLUSION

Based on the results of the research and discussion that has been done, several conclusions can be drawn as follows: The results of the t-test show that the Product Variation variable (X1) partially has an influence on Fritto Chicken customer loyalty in Medan City. From the results of the t-test, the Brand Image variable (X2) partially does not have a positive and significant influence on Fritto Chicken customer loyalty in Medan City. Based on the t-test, the Promotion

variable (X3) partially has a positive and significant influence on Fritto Chicken customer loyalty in Medan City. The results of the t-test also show that the Service Quality variable (X4) partially does not have a positive and significant influence on Fritto Chicken customer loyalty in Medan City.

Suggestions

Based on the results of the analysis and discussion in this study, the researcher provides several suggestions that are expected to provide benefits and recommendations to related parties, including: From the results of the descriptive statistical analysis, the Product Variation variable shows the lowest average value of 3.10 in statement number 2 (The price variation of Fritto Chicken products makes it easier for me to choose products that fit my budget). This indicates that the price variation at Fritto Chicken needs to be improved so that consumers can more easily adjust to their budget. In the Brand Image variable, the lowest average value of 3.03 was obtained in statement number 5 (Fritto Chicken has a good taste and is made from quality ingredients). Therefore, it is recommended that Fritto Chicken improve the quality of taste and raw materials so that consumers continue to have a positive impression and maintain their loyalty. For the Promotion variable, the lowest average value of 3.01 is seen in statement number 6 (Fritto Chicken often holds events that involve the community). Based on this, Fritto Chicken is advised to hold more activities or events that directly involve the community so that promotional messages are conveyed more effectively to consumers.

The study shows that the service quality variable has a positive and significant effect on customer loyalty at Fritto Chicken Branch, the results of the study show that service quality has the highest influence. Several factors that influence the results of this study use five dimensions of service quality consisting of physical evidence, reliability, responsiveness, assurance, and empathy. The study shows that the price variable has a positive and significant effect on customer loyalty at Fritto Chicken Branch. Several factors that influence the results of this study use three dimensions consisting of price affordability, price competitiveness, and price suitability with benefits. The study shows that customer trust is very good, but the partial test shows the opposite result, namely that customer trust has no effect on customer loyalty. This means that although customer trust at Fritto Chicken Branch is very good, it does not have an effect on customer loyalty. Several factors that influence the results of this study use three dimensions consisting of ability, integrity, benevolence. To increase customer loyalty at Fritto Chicken Branch, FrittoChicken needs to continue to improve service quality, price and customer trust, because these three variables can explain up to 71.3% of the things that cause customers to be loyal.

Limitation

The implications of this study indicate that the Fritto Chicken Branch company needs to focus on building and maintaining service quality and customer trust in the company as a key to increasing customer loyalty. This can be achieved by improving service quality, maintaining price, and maintaining customer trust to increase customer loyalty. This study, it is expected that subsequent studies will conduct more in-depth research related to the service quality variable because this variable has the highest value, and also conduct more in-depth research

related to the customer trust variable because this variable has the lowest value.

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