

ABSTRACT

ATTITUDE, SATISFACTION AND LOYALTY OF FIRE CHICKEN FAST FOOD RESTAURANTS “XYZ” IN BANDAR LAMPUNG CITY

By

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This research aims to analyze consumer characteristics, consumer purchasing decision making process, consumer attitudes, consumer satisfaction and consumer loyalty for fire chicken XYZ at Bandar Lampung City. The location for this research was deliberately chosen in three locations, namely the fast food restaurant XYZ at Jalan Ahmad Yani, Jalan Antasari and Jalan Pagar Alam Gedung Meneng. The number of respondents in this research was 100 respondents chosenly non-probability sampling methods. Data collection was carried out in January 2024. Research data was analyzed descriptively qualitatively and quantitatively chosenly the Fishbein Multiattribute Model, Consumer Satisfaction Index (CSI) and loyalty pyramid. The research results showed that the characteristics of fire chicken XYZ consumers are men and women aged 21-25 years, the type of work is students with income/pocket money of < IDR1.000.000. The stages of the fire chicken XYZ consumer purchasing decision making process include problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. Consumer attitudes towardss are in the good category at 138,262 with the best attribute being taste. Consumer satisfaction was the satisfied category with CSI value of 82% and was the loyal category by forming an inverted loyalty pyramid with levels of switcher buyers (37%), habitual buyers (18%), satisfied buyers (69%), liking the brand (76%), committed buyers (75%).

Keywords: Attitude, satisfaction, loyalty, characteristics, consumer purchasing decision making process

ABSTRAK

SIKAP, KEPUASAN DAN LOYALITAS KONSUMEN *FIRE CHICKEN* RESTORAN CEPAT SAJI XYZ DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis karakteristik konsumen, proses pengambilan keputusan pembelian konsumen, sikap konsumen, kepuasan konsumen dan loyalitas konsumen *fire chicken* XYZ di Kota Bandar Lampung. Lokasi penelitian ini dipilih secara sengaja di tiga lokasi, yaitu restoran cepat saji XYZ di Jalan Ahmad Yani, Jalan Antasari dan Jalan Pagar Alam Gedung Meneng. Jumlah responden dalam penelitian ini adalah 100 responden dipilih dengan metode pengambilan sampel *non-probability sampling*. Pengumpulan data dilakukan pada Januari 2024. Data penelitian dianalisis secara deskriptif kualitatif dan kuantitatif dengan Model Multiatribut *Fishbein*, *Consumer Satisfaction Index* (CSI) dan piramida loyalitas. Hasil penelitian menunjukkan bahwa karakteristik konsumen *fire chicken* XYZ adalah laki-laki dan perempuan berusia 21-25 Tahun, jenis pekerjaannya pelajar/mahasiswa dengan pendapatan/uang saku sebesar < Rp1.000.000. Tahapan proses pengambilan keputusan pembelian konsumen *fire chicken* XYZ melalui tahap pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan perilaku pasca pembelian. Sikap konsumen terhadap *fire chicken* XYZ berada dalam kategori baik sebesar 138,262 dengan atribut terbaik adalah rasa. Kepuasan konsumen berada pada kategori puas dengan nilai CSI sebesar 82% dan berada pada kategori loyal dengan membentuk piramida loyalitas terbalik dengan tingkat *switcher buyer* (37%), *habitual buyer* (18%), *satisfied buyer* (69%), *liking the brand* (76%), *committed buyer* (75%).

Kata kunci: Sikap, kepuasan, loyalitas, karakteristik, proses pengambilan keputusan pembelian konsumen