


The Influence Of Customer Satisfaction On Customer Loyalty Of Roemah Merdeka Palembang

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| Article Info | ABSTRACT |
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| Keywords: Customer Saticfation Palembang | This study aims to analyze the Influence of Promotion, Service Quality, Customer Satisfaction, and Trust on Customer Loyalty of Roemah Merdeka Palembang This study uses a descriptive quantitative method and with a sample of 398 respondents. The data analysis method used non-probability sampling, purposive sampling, and multiple regression with the SPSS version 25 test tool. Based on the results of the study, it shows that the variables of Customer Satisfaction have a significant and positive effect partially or simultaneously on the Customer Loyalty of Roemah Merdeka Palembang |
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INTRODUCTION

Currently, the Indonesian economy is generally driven by an increase in household consumption so that the food and beverage industry is growing rapidly. Nowadays, many businesses have emerged, one of which is a business in the food and beverage sector. This food and beverage business is a business that is never quiet and is one of the basic human needs that is most often sought by many people. In addition, there are also changes in lifestyle in urban centers in Indonesia, most of which follow established market trends supported by office workers who do not have much time to cook so they look for other alternatives to meet their daily food needs. These alternatives include restaurants that provide home-style food, Padang food, Chinese food and others.

Restaurant comes from the word restaurer or restore, a French term that means to raise energy, the name was used in ancient Roman times until the 16th century. In the 18th century the place began to develop with the name restaurant which comes from English, at that time it could be interpreted as a hut for travelers to stop and eat. 2. Restaurants have 2 types, namely luxury and casual restaurants. Luxury restaurants prioritize the art of display and luxurious tableware while casual restaurants provide a simple daily food menu. (Glori Online Store, 2022)

According to Poerwodarminto (Rifa'i 2019, p.51), what is meant by loyal is obedient which means to obey, or faithful which means to remain and steadfast. So what is meant by customer loyalty is someone who has been accustomed to buying the products offered and

often interacts (makes purchases) during a certain period of time, while remaining loyal to following all the company's offers.

According to Olson and Drover in Buolding, et al. (Rifa'l 2019, p. 32) In the concept of quality and output (goods or services) and satisfaction, an agreement has been reached that customer expectations have a very important meaning as a standard of comparison in evaluating quality and customer satisfaction..

METHODS

According to Jaya (2023, p.25) The object of research is the main problem that will be studied, in order to obtain more focused data. The object of this research is Roemah Merdeka related to the factor of Customer Satisfaction towards Customer Loyalty. According to Jaya (2023, p.25) The subject of research is a person, place, or object observed in order to be the target of research. The subject of this research is Roemah Merdeka customers.

According to Sugiyono (2019, p.80) Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were Roemah Merdeka customers. The sampling technique used in this study was Non-Probability Sampling. Based on this study using the Slovin formula, the population in 2023 to be studied was 62,381 customers. So from this data, the sample size was obtained using the Slovin formula of people who came to Roemah Merdeka. The sampling error rate was 5%. Therefore, the number of samples taken was 398 people.

RESULTS AND DISCUSSION

The results of this study indicate that the Customer Satisfaction variable has a significant positive effect on Customer Loyalty. This can be seen from the coefficient value of t count with a result of $5.206 > t$ table 1.965 with a significant level of <0.05 , then this can be proven that Customer Satisfaction has a significant positive effect on Customer Loyalty Roemah Merdeka Palembang.

CONCLUSION

Based on the value of the t -test analysis (partial) it can be concluded that the independent variable of this study is Customer Satisfaction which has a significant positive impact partially on the dependent variable, namely the Customer Loyalty variable at Roemah Merdeka Palembang. Based on the value of the f -test analysis (simultaneous) it can be concluded that the independent variable in this study is Customer Satisfaction which has a significant positive impact or influence simultaneously on the dependent variable, namely Customer Loyalty at Roemah Merdeka Palembang

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