

ABSTRAK

PENGARUH SERTIFIKASI HALAL, KUALITAS PRODUK, KUALITAS PELAYANAN, CITRA MEREK DAN HARGA TERHADAP LOYALITAS PELANGGAN SABANA FRIED CHICKEN SURABAYA

Bisnis kuliner terus mengalami perkembangan yang meningkat dari waktu ke waktu. Ada beberapa pengaruh yang perlu diperhatikan sebelum mengonsumsi makanan seperti adanya pengaruh atau tidak pada sertifikasi halal, kualitas produk, kualitas pelayanan, citra merek dan harga. Oleh karena itu tujuan penelitian ini untuk memperoleh pandangan konsumen terhadap loyalitas bisnis kuliner, yang diukur menggunakan variabel Sertifikasi Halal, Kualitas Produk, Kualitas Pelayanan, Citra Merek dan Harga.

Metode penelitian ini merupakan penelitian kuantitatif. Pengambilan data menggunakan sumber data primer yaitu konsumen Sabana *Fried Chicken* Surabaya dengan teknik pengumpulan penyebaran kuesioner. Sampel yang digunakan menggunakan *purposive sampling* yang kemudian diolah menggunakan analisis regresi linear berganda menggunakan SPSS versi 25.

Hasil penelitian ini menunjukkan, secara parsial variabel Sertifikasi Halal, Kualitas Produk, Citra Merek dan Harga memiliki nilai T hitung $>$ T tabel sebesar 1.989 sehingga dinyatakan berpengaruh signifikan terhadap loyalitas pelanggan yang membeli produk Sabana *Fried Chicken*, sedangkan secara parsial variabel Kualitas Pelayanan memiliki nilai T hitung $<$ T tabel sehingga dinyatakan tidak berpengaruh signifikan terhadap loyalitas pelanggan yang membeli produk Sabana *Fried Chicken*. Secara simultan variabel Sertifikasi Halal, Kualitas Produk, Kualitas Pelayanan, Citra Merek dan Harga memiliki nilai F hitung $>$ F tabel sebesar 2.31, sehingga dinyatakan berpengaruh signifikan terhadap loyalitas pelanggan yang membeli produk Sabana *Fried Chicken*, artinya variabel Sertifikasi Halal (X1), Kualitas Produk (X2), Kualitas Pelayanan (X3), Citra Merek (X4) dan Harga (X5) berjalan beriringan maka akan mempengaruhi Loyalitas Pelanggan

Kata Kunci: Sertifikasi Halal; Kualitas Produk; Kualitas Pelayanan; Citra Merek; Loyalitas Pelanggan

ABSTRACT

THE INFLUENCE OF HALAL CERTIFICATION, PRODUCT QUALITY, SERVICE QUALITY, BRAND IMAGE AND PRICE ON MUSLIM CUSTOMER LOYALTY IN SABANA FRIED CHICKEN SURABAYA

The culinary business continues to experience increasing development from time to time. There are several influences that need to be considered before consuming food such as whether or not there is an influence on halal certification, product quality, service quality, brand image and price. Therefore the aim of this study is to obtain consumer views on culinary business loyalty, which is measured using the variables Halal Certification, Product Quality, Service Quality, Brand Image and Price.

This research method is a quantitative research. Data collection uses primary data sources, namely consumers of Sabana Fried Chicken Surabaya with a collection technique of distributing questionnaires. The sample used used purposive sampling which was then processed using multiple linear regression analysis using SPSS version 25.

The results of this study indicate that partially the Halal Certification, Product Quality, Brand Image and Price variables have a T count > T table of 1,989 so that they are declared to have a significant effect on customer loyalty who buy Sabana Fried Chicken products, while partially the Service Quality variable has a T count < T table so that it is stated that it has no significant effect on customer loyalty who buy Sabana Fried Chicken products. Simultaneously the Halal Certification, Product Quality, Service Quality, Brand Image and Price variables have a calculated F value > F table of 2.31, so that they are declared to have a significant effect on customer loyalty who buy Sabana Fried Chicken products, meaning that the Halal Certification variable (X1), Product Quality (X2), Service Quality (X3), Brand Image (X4) and Price (X5) go hand in hand, it will affect Customer Loyalty

Kata Kunci: Halal Certification; Product Quality; Service Quality; Brand Image;
Customer loyalty