

ABSTRACT

The food and beverage industry is one of the leading sectors in Indonesia, characterized by a significant number of companies competing for market share. One of the businesses within the food and beverage industry is the fast-food restaurant business. A prominent segment within this industry is the fast-food restaurant business, which specifically focuses on providing food and beverages with efficient service and quick delivery. This phenomenon is reflected in the increasing demand from Indonesian consumers for fast-food products, which has intensified competition in the food and beverage sector, particularly among brands such as McDonald's. This study aims to examine the perceived service quality, perceived value, and user engagement in McDonald's fast-food restaurants in Semarang concerning customer loyalty through customer experience as an intervening variable.

This research conducted on consumers who have purchased McDonald's products and domiciled in Semarang. A total of 136 respondents were used as samples in this research. Data collection was conducted through a questionnaire using purposive sampling method, and analysis was performed using Structural Equation Modeling (SEM) through AMOS 25. The results showed indicate that perceived service quality has a positive but insignificant influence on customer experience, perceived value has a positive but insignificant influence on customer experience, perceived value has a positive and significant influence on user engagement, customer experience has a negative but insignificant influence on user engagement, user engagement has a positive and significant influence on customer loyalty, and customer experience has a positive and significant influence on customer loyalty

Keywords: Perceived Service Quality, Perceived Value, User Engagement, Customer Experience, Customer Loyalty