ABSTRACT

This study aims to analyze the factors that influence customer satisfaction, which in turn affects customer loyalty at local fast food restaurant Rocket Chicken. Food quality, price, location and environment, and service quality, which are closely related in the fast food restaurant industry, are tested in this study to determine their effect on customer satisfaction.

The sample used in this study amounted to 160 and the data collection method used was to distribute questionnaires online. The data that has been obtained is analyzed quantitatively by applying the Structural Equation Modeling (SEM) method with AMOS version 24 as a data processing tool.

The results of this study indicate that food quality has a significant positive effect on customer satisfaction, location and environment have a significant positive effect on customer satisfaction, service quality has a significant positive effect on customer satisfaction, and customer satisfaction has a significant positive effect on customer loyalty. However, price was found to have no significant effect on customer satisfaction.

Keywords: *Food quality, price, location and environment, service quality, customer satisfaction, and customer loyalty.*