

ABSTRACT

Consumer loyalty is a key factor in maintaining business sustainability and increasing long-term profitability, particularly in the fast-food restaurant industry. This study aims to analyze the influence of price fairness and service quality on consumer loyalty among KFC customers in Semarang, with customer satisfaction serving as a mediating variable. A quantitative approach was employed, using purposive sampling to obtain a sample of 140 KFC consumers in Semarang. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) algorithm through SmartPLS. The results indicate that both price fairness and service quality have a positive and significant effect on consumer loyalty. Moreover, customer satisfaction is found to have a positive and significant effect on consumer loyalty and acts as a mediator of the positive relationship between price fairness and service quality toward consumer loyalty. These findings highlight the importance of fair pricing strategies and high service quality in enhancing customer satisfaction and loyalty in the fast-food sector. This study extends previous research by focusing on the fast-food industry as recommended.

Keywords: *price fairness, service quality, customer satisfaction, customer loyalty.*

