

ABSTRACT

This study aims to examine influence of price fairness, service quality, and product quality to consumer satisfactory in order to increase customer loyalty at Angkringan Cekli Restaurant, Kudus.

After performing study of literature review and developing hipottheses, the data was collected by questionnaire method toward 100 customers of Angkringan Cekli Restaurant who are more than 16 years old which is obtained by using purposive sampling.

Data was analyzed by using quantitative and qualitative analysis. A qualitative analysis covers of interpretation of data obtained in research and the result of data processing that have been implemented by giving a description and explanation. A quantitative analysis consist of validity and reliability test, the classic assumption test, multiple regression analysis, hypothesis testing via t test and F test, and analysis of coefficient of determination (R^2). This test is used to be a model of regression produced is not biased.

By using 2-stage regression through the software os Statistical Package os Social Science (SPSS) for windows, the results showed that the price fairness, service quality, and product quality have a significant and positive impact on customer satisfaction to increase customer loyalty. Of the four independent variables, showed that the price fairness is the greatest influence. Therefore, the implications suggested in this study requires Angkringan Cekli Restaurant to further maintain an inexpensive price first, and then improving service quality and product quality, so that it could create a high customer satisfaction and customer loyalty too.

Keywords: price fairness, service quality, product quality, consumer satisfactory, customer loyalty