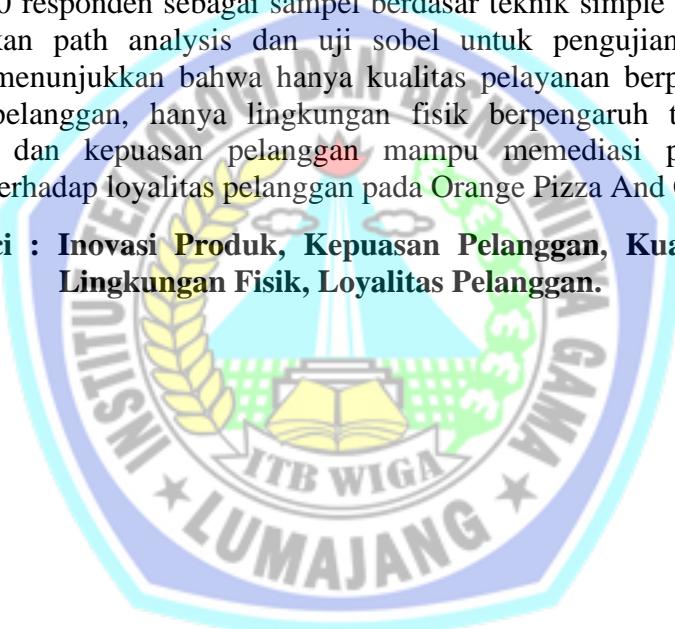


ABSTRAK

Perkembangan ekonomi yang pesat, persaingan usaha yang semakin ketat, serta perubahan perilaku belanja masyarakat Indonesia. Berdasar data Badan Pusat Statistik menunjukkan peningkatan pertumbuhan perekonomian pada tahun 2023, dipengaruhi oleh naiknya pembelian di sektor (F&B). Hal ini menuntut para pelaku bisnis untuk memiliki keunggulan tersendiri agar dapat memikat konsumen dan bersaing di pasar yang semakin kompetitif. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh inovasi produk, kualitas pelayanan, lingkungan fisik terhadap kepuasan pelanggan dan loyalitas pelanggan; mengetahui dan menganalisis kepuasan pelanggan mampu memediasi pengaruh inovasi produk, kualitas pelayanan dan lingkungan fisik terhadap loyalitas pelanggan pada Orange Pizza And Chicken Desa Bades Pasirian. Populasi penelitian merupakan pelanggan Orange Pizza And Chicken periode Bulan November 2023 – Januari 2024 dan sebanyak 60 responden sebagai sampel berdasar teknik simple random sampling. Menggunakan path analysis dan uji sobel untuk pengujian hipotesis. Hasil penelitian menunjukkan bahwa hanya kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, hanya lingkungan fisik berpengaruh terhadap loyalitas pelanggan, dan kepuasan pelanggan mampu memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan pada Orange Pizza And Chicken.

Kata kunci : Inovasi Produk, Kepuasan Pelanggan, Kualitas Pelayanan, Lingkungan Fisik, Loyalitas Pelanggan.



ABSTRACT

Rapid economic development, increasingly tight business competition, and changes in the shopping behavior of Indonesian people. Based on data from the Central Statistics Agency, it shows an increase in economic growth in 2023, influenced by increased purchases in the (F&B) sector. This requires business people to have their own advantages in order to attract consumers and compete in an increasingly competitive market. This research aims to determine and analyze the influence of product innovation, service quality, physical environment on customer satisfaction and customer loyalty; knowing and analyzing customer satisfaction is able to mediate the influence of product innovation, service quality and physical environment on customer loyalty at Orange Pizza And Chicken Bades Pasirian Village. The research population was Orange Pizza And Chicken customers for the period November 2023 – January 2024 and 60 respondents were sampled based on a simple random sampling technique. Using path analysis and Sobel test for hypothesis testing. The research results show that only service quality influences customer satisfaction, only the physical environment influences customer loyalty, and customer satisfaction is able to mediate the influence of service quality on customer loyalty at Orange Pizza And Chicken.

Keywords: *Product Innovation, Customer Satisfaction, Service Quality, Physical Environment, Customer Loyalty.*

