THE INFLUENCE OF PRODUCT, PRICE, PLACE AND PROMOTION FACTORS ON CUSTOMER SATISFACTION AND BRAND LOYALTY OF GYU-KAKU RESTAURANT IN SURABAYA

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FINAL ASSIGNMENT

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The researcher realizes that this proposal is not fully ideal and perfect because it will be different over time. but if there is criticism and some suggestions, researchers will be willing to accept it to make this proposal better in the future.

Surabaya, 17 June 2019

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ABSTRACT

Gyu-Kaku is a barbeque restaurant from Japan, this restaurant carries the theme of the All-You-Can-Eat restaurant and has spread to big cities like Jakarta, Tangerang and Surabaya and has become the best restaurant in Indonesia and has claims that consumers will come back after trying to eat at Gyu-Kaku restaurant. Therefore, the researcher wanted to find out whether the claim given by the Gyu-Kaku restaurant could satisfy customer satisfaction so that it became loyal to the restaurant with the Gyu-Kaku trademark by involving factors such as Product, Price, Place and Promotion.

This thesis has 221 people who know about Gyu-Kaku restaurant, which is distributed using Google Form and distributed through social media with respondents aged at least 17 years in Surabaya, Indonesia. The analysis used in this study is to use SPSS with IBM SPSS Statistics 23 as an analytical tool.

The results of this study have 9 hypothesis which are 9 proven positive and have a relationship. So that the basic logic of thinking underlying this research has been proven. This thesis also provides information to the Gyu-Kaku restaurant to improve quality more than the current quality in the future. Suggestions for people who want to do this research can expand this thesis by adding independent variables such as People, Physical Evidence and Process.

Keywords: Product, Price, Place, Promotion, Customer Satisfaction, Brand Loyalty.
ABSTRAK


Skripsi ini memiliki 221 orang yang mengetahui tentang restoran Gyu-Kaku, yang didistribusikan menggunakan Google Form dan disebarkan melalui sosial media dengan responden berusia minimal 17 tahun di Surabaya, Indonesia. Analisa yang digunakan dalam penelitian ini adalah dengan menggunakan SPSS dengan IBM SPSS Statistik 23 sebagai alat analisis.


Keywords: Product, Price, Place, Promotion, Customer Satisfaction, Brand Loyalty.