

## ABSTRAK

Cristina Rut Clara Ines Br Sitinjak. Analisis pengaruh *perceived value*, *brand image*, dan *service quality* terhadap kepuasan pelanggan Fritto Chicken. Dibimbing oleh Nora Anisa Br Sinulingga, S.E, M.M dan Enty Evasari Simanjuntak, SE, M.S.M

Industri makanan dan minuman di Indonesia menunjukkan pertumbuhan yang signifikan, dengan angka mencapai 5,53% pada triwulan III-2024, didorong oleh perubahan gaya hidup dan meningkatnya urbanisasi. Pertumbuhan restoran cepat saji, termasuk Fritto Chicken di Medan, mencerminkan tren ini. Namun, meskipun memiliki konsep unik dan harga terjangkau, Fritto Chicken mengalami fluktuasi penjualan yang signifikan selama tahun 2023, di bawah target bulanan. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value*, *brand image*, dan *service quality* terhadap kepuasan pelanggan di Fritto Chicken, khususnya di cabang Sumarsono. Metode yang digunakan dalam penelitian ini adalah kuantitatif melibatkan 100 responden yang merupakan pelanggan Fritto Chicken, yang dipilih menggunakan teknik purposive sampling. Jenis penelitian ini adalah kuantitatif kausal dengan analisis data menggunakan regresi linier berganda. Data primer diolah menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial atau uji t, *brand image* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, sedangkan *perceived value* dan *service quality* tidak signifikan terhadap kepuasan pelanggan. Secara bersamaan atau uji f, *perceived value*, *brand image* dan *service quality* secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata kunci: *Perceived Value*, *Brand Image*, *Service Quality*, Kepuasan Pelanggan, Fritto Chicken.

## ABSTRACT

Cristina Rut Clara Ines Br Sitingjak. *Analysis of the influence of perceived value, brand image, and service quality on Fritto Chicken customer satisfaction. Supervised by Nora Anisa Br Sinulingga, S.E, M.M and Enty Evasari Simanjuntak, SE, M.S.M*

*The food and beverage industry in Indonesia shows significant growth, with figures reaching 5.53% in the third quarter of 2024, driven by changes in lifestyle and increasing urbanization. The growth of fast food restaurants, including Fritto Chicken in Medan, reflects this trend. However, despite its unique concept and affordable prices, Fritto Chicken experienced significant sales fluctuations during 2023, below the monthly target. This research aims to analyze the influence of perceived value, brand image and service quality on customer satisfaction at Fritto Chicken, especially at the Sumarsono branch. The method used in this research is quantitative involving 100 respondents who are Fritto Chicken customers, who were selected using a purposive sampling technique . This type of research is quantitative causal with data analysis using multiple linear regression. Primary data was processed using SPSS version 26. The research results showed that partially or t-test, brand image had a positive and significant effect on customer satisfaction, while perceived value and service quality were not significant on customer satisfaction. Simultaneously or f test, perceived value, brand image and service quality simultaneously have a positive and significant effect on customer satisfaction.*

*Keywords: Perceived Value, Brand Image, Service Quality, Customer Satisfaction, Fritto Chicken.*