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**THE EFFECT OF PRODUCT QUALITY ON  
CUSTOMER LOYALTY IN PURCHASING AT FAST  
FOOD IN JAKARTA INDONESIA**

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**POLITEKNIK  
NEGERI  
JAKARTA**

**THESIS SUBMITTED IN PARTIALLY TO FULFILLMENT OF  
REQUIREMENT FOR BACHELOR IN INTERNATIONAL BUSINESS**

**In the**

**Faculty of Business Management and Professional Studies**

**MANAGEMENT AND SCIENCE UNIVERSITY MALAYSIA**

**JUNE 2022**



## ABSTRACT

The number of food companies in Indonesia is growing rapidly, one of which is fast food. The purpose of this study is to evaluate the quality of fast food restaurants in order to improve consumers' purchasing decisions. For this reason, the authors investigate the product purchases in a fast food restaurant in Jakarta, Indonesia. This study includes sections such as a theoretical framework that covers the background, concepts, and areas that are the focus of the author's work. Then, questionnaires and sample data were collected for analysis. The overall results show that fast food is in demand among the public because it has good product quality and makes consumers buy continuously. Even if there is dissatisfaction among customers, it can be avoided by providing good product quality continuously, so that consumers are satisfied and make repeated purchases. In this way, the company will make more profit because customer satisfaction is a factor in making a purchase. However, if the consumer is dissatisfied, it will not have a significant impact because there are still several factors that influence the purchase of a product. Most Indonesians do not really like the product the first time they buy it, but that can change the second time they buy it.

**Key Words:** *product quality, customer loyalty, customer satisfaction, purchasing*

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# INTRODUCTION

## Chapter 1

### 1.1 Chapter Introduction

This chapter describe the reasons for conducting the research and it deals with several points: background of the research, problem statement, research objectives, research questions, significance of the research, scope of the research, limitations of the research, definition of key terms, structure of the proposal, and chapter conclusion.

### 1.2 Background of the Research

The meals commercial enterprise is developing day with the aid of using day. With numerous sorts created. Food is a worthwhile commercial enterprise due to the fact many purchasers purchase meals merchandise for his or her needs. Consumers also are confronted with numerous selections of merchandise and from numerous types of merchandise every has blessings and disadvantages, specially in recent times purchasers are very smart, cautious and cautious in making their selections consistent with their desires and needs. According to Kotler and Armstrong (2008:272) product exceptional is a product function that relies upon on its capacity to fulfill said or carried out customer needs. According to Tjiptono (2008:28) believes that client expectancies have a prime position in figuring out product exceptional (items and services) and customer satisfaction.

Although there are more and more culinary businesses offered and the competition is getting tougher, for example, such as KFC, McDonalds Friend Chicken, Texas Friend Chicken and California Friend Chicken (CFC) which also offer similar products. Fast food has pursued various strategies in the hope of being able to maintain its leadership as the most preferred fast food restaurant in Indonesia and in the end it is hoped that the quality of this product can affect customer satisfaction and customer loyalty.

According to Kotler (2013), defining a product is a product that us anything that ca be offered to a market to satisfy a want or need, which means that a product us anything offered to the market to satisfy a desire or need. Meanwhile, according to Kotler and Armstrong (2012), product quality is the ability to demonstrate a product, including overall



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durability, reliability, accuracy, ease of operation and product improvement as well as other product and product improvement as well as other product attributes.

Loyal customers are people who make regular purchases, buy between the same product or service lines, refer others, and demonstrate immunity to the pull of competitors. So, Loyalty is not about the presentation of customers who bought before, but about repeat purchases. Customer loyalty is a continuation of customer satisfaction, although not absolutely the result of customer satisfaction. Two important conditions related to loyalty are customer retention and total customer share (Griffin 2005:5).

### 1.3 Problem Statement

Fast food is one of the maximum famous meals withinside the world, specially in Indonesia. In Jakarta itself, there are numerous eating places which might be smooth to locate. People in Indonesia, specially Jakarta, have a extremely good hobby in ingesting speedy meals. In this examine discusses the great of merchandise speedy meals in Jakarta Indonesia to discover what makes purchasers unswerving in shopping for merchandise due to the numerous famous speedy meals eating places in Jakarta, whether or not from provider great and patron pride with the product.

Product great is the capacity of a product to expose its feature in phrases of sure traits in assembly patron expectations. In this example the enterprise can discover what are the benchmarks for the consequences of the goods produced in order that purchasers are interested by what's being marketed. To enhance product great, the enterprise can put in force the "Total Quality Management (TQM)" program. Serves to lessen product damage, the aim of general great merchandise to boom patron value. In addition, modifications and traits withinside the meals enterprise have developed. Fast food could be very famous with the public, as it is simple to locate and sensible in its presentation.

### 1.4 Research Question

Based on the explanation above, the researcher started to raise the problem as follows:

1. Does the product quality affect consumers in purchasing products?
2. Does the consumer loyalty affect consumers in purchasing products?



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Does the customer satisfaction affect customer in purchasing?

### 1.5 Research Objectives

This research has three specific objectives

To determine the effect of product quality in purchase food at Fast food in Jakarta Indonesia.

To determine the effect of customer loyalty in purchase food at Fast food in Jakarta Indonesia.

To determine the effect of customer satisfaction in purchase food at Fast food in Jakarta Indonesia.

### 1.6 Significance of the Research

This research is expected to be useful for fast food companies. The number of fast food companies in Jakarta, Indonesia can help to overcome the current aggressive problems and can be well solved with this study. The companies can increase the product quality to increase the hobby of customers shopping. Then inspire customers to buy for goods and keep to provide guidance for people around them and boom buyer loyalty. In addition, it facilitates researchers to study the dialogue of carrier nice and buyer loyalty so that it is much broader and has many references.

### 1.7 Scope of the Research

The research is focused on describing how product quality can affect customer loyalty. Also how the product quality affect consumers in purchasing products, customer loyalty or customer satisfaction. This study focused on Restaurant Fast food in Jakarta Indonesia.

### 1.8 Limitations of the Research

The limitations of this study are directly related to the research question of this study, which is: the effect of product quality on customer loyalty when buying fast food in Jakarta, Indonesia. The focus of this study is on the effect of product quality, consumer loyalty and customer satisfaction. And the strategy of fast food restaurants in providing product quality affects consumer loyalty in purchasing food. This study hypothesises that there are several factors that determine the influence of purchases on consumers. This



research was conducted using an online questionnaire from Malaysia with respondents from Indonesia, specifically consumers from Jakarta, Indonesia.

## 1.9 Definition of key terms

### 1.9.1 Product quality

Product quality is the inclusion of characteristics capable of satisfying consumer needs (wants) and increasing customer satisfaction by improving products (goods) and making them free of defects or flaws. Product quality is the set of all features and characteristics of a product that contribute to its ability to meet the needs and requirements of customers. It is the ability of the product to fulfil what the end user desires and perceives as value.

### 1.9.2 Customer loyalty

Customer loyalty is a measure of a customer's willingness to do business with a company or brand again. Customer loyalty is a lasting positive relationship between a customer and a company. It is the reason for repeat purchases and causes existing customers to choose your company over a competitor that offers similar services.

### 1.9.3 Procurement

Purchasing is a business activity to conduct transactions to buy or rent goods/services to meet the operational needs of the business. This purchasing activity is useful to profit from what the company sells.

### 1.9.4 Fast Food

Fast food is a type of mass production of food intended for commercial resale, where "speed of service" is given high priority over other relevant factors of cooking. Fast food was developed as a commercial strategy to accommodate the large number of busy commuters, travellers, and wage earners who often did not have time to sit down and wait for their food at an inn or restaurant.

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## 1.10 Structure of the Proposal

This section shows the structure of the work. Here are the three chapters of this study. Chapter 1 begins with an introduction to the chapter and discusses the background of the study, the definition of the problem, the question of the study, the purpose of the study, the importance of the study, the scope of the study, the limitations of the study, the important terms, and the structure. Propositions and Chapter Conclusions.

Chapter 2 provides a review of the literature on the topic: an introduction to the chapter, a review of previous research, supporting theories, research frameworks and hypotheses, and the conclusion of the chapter.

Chapter 3 contains the methodological section. This includes the introduction of the chapter, the elements of the study design, the population and sample, the measurement of the variables, the instruments and methods of data collection, the data analysis, and the conclusion of the chapter.

Chapter 4 contains the conclusions of the study and the contributions of the study expected by the researchers. Chapter 5 lists the references of the study. And chapter 6 contains the appendix of the study and the questionnaire.

## 1.11 Chapter Conclusion

As a whole, this chapter discusses the beginning of the study, which includes the introduction and background of the problem to be studied. Explain the formulation of a clearly explained problem to facilitate the research process, explain the object of a study, and know the purpose of the research in the future.

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## DISCUSSION AND CONCLUSION

### Chapter 5

#### 5.1 Main Objective of The Study

In general, the main purpose of this study is to determine the impact of product quality on the purchase of fast food in Jakarta, Indonesia. Due to the importance of purchasing products for what people in Jakarta Indonesia's widely available fast food products need. The reasons people buy products affect consumers' willingness to buy. Therefore, it is very important for us to understand how people become loyal at the time of purchase and how satisfied they are after purchasing a product and making repeated purchases. What consumers do when they buy products, especially fast food, and why consumers like and dislike buying products. People in Jakarta prefer fast food because of its convenience and accessibility, as there are many fast food restaurants scattered around Jakarta. The need for food in Jakarta is greater because it is the main need for survival. However, when choosing a product, there are some frustrations when buying a product so that you don't make the wrong choice. For example, the quality of the product is not good. Therefore, companies need to buy fast food products and improve the quality of their products so that people are satisfied with their continuous purchases.

#### 5.2 Discussion

Overall, the purpose of this study was achieved by the existence of a positive link between product quality, customer loyalty, and customer satisfaction when buying fast food consumers. Therefore, this study will find that the hypothesis is positively linked to consumer purchases of fast food products and this acceptance of this study. Product quality has a big impact on your purchase. People can choose anything that is part of their daily consumption. For example, when buying a fast food product, the product must provide the highest level of quality in order for people to be interested in the product they offer. This is important for business success. When they offer high quality products, consumers make purchases because they are loyal to the product. They are completely confident about what to buy from groceries. Food is a part of everyday life, and typical Indonesians like fast food. Food easily adapts to Indonesian tastes. It didn't take long for people to get used to

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fast food. After consumers feel loyal, they will be happy with what has been achieved. In fact, some people aren't happy with the product, but with this dissatisfaction, companies offer product quality so that consumers are happy when they buy the product a second time and buy it again. And need to be improved. However, based on the questionnaire, respondents are confident that product quality, customer loyalty, and customer satisfaction will significantly increase product purchases.

There are several factors that influence the purchase of fast food products. They are:

**Product quality.** This is important when selling a product so that consumers can trust it. Product quality increases the company's sales. Consumers can buy these products and provide feedback, allowing businesses to continually develop the quality of their products. Product quality affects business continuity. Consumers do not buy when companies do not provide quality, especially when it comes to groceries. Food is one of the deadliest if it isn't of good quality. Therefore, the quality of the product can affect and encourage consumers to buy.

**Customer loyalty.** After sale, consumers may or may not buy. If consumers buy products for various reasons, the company is successful in providing quality products so that consumers make purchases. Consumers become loyal if the things they get are in accordance with their expectations. So that way consumers will continue to buy products because what they get gives satisfactory results. Food is one of the biggest reasons people buy because it is a daily necessity. That way, consumers will continue to buy and will provide benefits for the company.

**Customer satisfaction.** This is the part that exists when consumers remain loyal to their products. There is a reason for consumers to be loyal based on product purchase satisfaction. In fact, not everyone is happy after buying a product, especially food. But that can be done by the company that supplies the highest quality of the product. That way, when consumers buy back, they look better than they used to. That way, consumers will continue to buy the product because satisfaction already exists. Channel quality, customer loyalty, and customer satisfaction will significantly increase product purchases.



### 5.3 Limitations and Future Research Opportunities

This study tries to present the data quantitatively and is supported by a survey questionnaire. For future research, internal nonprofit organization data records can strengthen findings about how product quality impact purchasing. The item scale data uses ordinal type data which is then analyzed by median and mode. It would be better if further research is explored by changing the type of data into nominal, interval, or ratio to be compared with this research. The comparison will then increase the validity and reliability of product quality, consumer loyalty, and customer satisfaction as well as its ability to develop the survey. The sample only employs 150 Indonesian respondents and may not be representative of the population. The sample size was so small that it may have affected the results. Future research opportunities are to learn in the professional community or about buying various fast foods. Respondents are limited to Indonesians. Indonesians may have generalizations limited to other countries and segmentation limited to countries other than Indonesia.

### 5.4 Recommendations

A survey of a large number of respondents over a long period of time helps clarify data collection. Due to the large population of Jakarta, sampling requires more than research. However, the results also show a negative correlation. People are not very happy with fast food products because there are still some flaws in the service, convenience, or products offered. In the future, these products will need to be developed in many ways so that people can enjoy and buy them.

### 5.5 Conclusion

This survey is expected to grow into a consumer that benefits the business and provide a more complete picture of the products that can be reached. There are several strategies companies use to study how they can profit from selling their products. Indonesian consumers really like this fast food product, especially in Jakarta. This survey consists of product quality, consumer loyalty, and customer satisfaction, which impacts the purchase of commercial products. The results of empirical studies show that there is a positive correlation between product quality and customer loyalty, which leads to product purchases. However, product sales are flawed and lead to consumer dissatisfaction,

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resulting in a negative correlation with consumer satisfaction at the time of product purchase. Quantitative empirical results show that companies can improve the quality of their products and ensure customer satisfaction when delivering them.



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## APPENDIX

### Questionnaire

### QUESTIONNAIRE

#### The Effect Of Product Quality On Customer Loyalty at Purchasing Fast Food in Jakarta Indonesia

Respondent Identity

Name:

Age:

Occupation:

Gender:

Monthly Income:

#### Questionnaire filling Instructions

Fill in the answers to the following statements according to your opinion with put a checkmark (v) in the available column:

5 = Strong Agree (SA)

4 = Agree (A)

3 = Neutral (N)

2 = Disagree (DA)

1 = Strongly Disagree (SD)

No	Questions	1	2	3	4	5
<b>Product Quality</b>						
1	Fast food restaurant have a good product					
2	Fast food restaurant have a good service					



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3	Fast food restaurant serve good food					
4	The quality of fast food is up to your expectations					
5	Fast food restaurant has good characteristics					

No	Questions	1	2	3	4	5
<b>Customer Loyalty</b>						
1	Recommend a fast food restaurant to people nearby					
2	Write a positive message to a fast food restaurant about the product					
3	Intend to continue to buy the product					
4	Increase the volume of purchases of fast food product in the future					
5	Feel the right decision to buy the product					

No	Questions	1	2	3	4	5
<b>Customer Satisfaction</b>						
1	The restaurant provides services that are as expected by consumers					
2	The restaurant provides products that meet the expectations of consumers					
3	Customers believe that eating in a restaurant fast food is a great experience satisfying					
4	Customers say positive things about the product					
5	Customers are satisfied with the purchase of the product					

No	Questions	1	2	3	4	5
<b>Purchasing</b>						
1	I buy products without considering the price					
2	I feel influenced by fast food products and then buy them without a plan					
3	I'm feeling excited and the desire to buy fast food products when get an offer attractive price					



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4	I buy the product because of desire and not on a whim					
5	I don't think I need to think long to buy when find the product that caught my attention					

