

**Pengaruh *Customer Delight* Terhadap *Customer Loyalty* Pada
Pelanggan *Burger King* Bandung Indah Plaza Mall**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh *Customer Delight Terhadap Customer Loyalty Pada Pelanggan Burger King Bandung Indah Plaza Mall***” beserta seluruh isi di dalamnya adalah benar-benar karya sendiri dan bukan hasil dari penjiplakan, penggunaan hasil karya orang lain, atau dengan cara-cara lain yang bukan merupakan etika keilmuan yang berlaku di masyarakat.

Demikian surat pernyataan ini saya buat dengan sadar dan tidak atas dasar tekanan atau paksaan dari orang lain. Saya siap menanggung seluruh sanksi yang dijatuhkan apabila ditemukan adanya pelanggaran terhadap hasil karya yang telah saya buat.

Bandung, 28 Agustus 2023

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ABSTRAK

Indah Indriani Kuswandari (1900616), “**Pengaruh *Customer Delight* Terhadap *Customer Loyalty* Pada Pelanggan *Burger King* Bandung Indah Plaza Mall**”. Di bawah bimbingan **Prof. Dr. H. Hari Mulyadi, M.Si.** dan **Dr. Bambang Widjajanta, M.M.**

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *customer delight* terhadap *customer loyalty* pada pelanggan *Burger King* Bandung Indah Plaza Mall. Perkembangan sektor industri jasa makanan di Indonesia yang terlihat dari menjamurnya berbagai gerai restoran cepat saji membuat persaingan semakin ketat. Maka, membangun hubungan dengan pelanggan menjadi hal yang dapat dilakukan oleh restoran cepat saji selain hanya menyediakan makanan saja. Sampel pada penelitian ini adalah pelanggan *Burger King* Bandung Indah Plaza Mall sebanyak 106 responden dengan menggunakan metode *purposive sampling*. Teknik analisis data verifikatif yang digunakan adalah *Partial Least Square* (PLS) dengan dibantu menggunakan *software* komputer *SmartPLS* versi 4.0. Penulis berharap pada penelitian ini *customer delight* dapat menghasilkan pengaruh yang positif dan signifikan terhadap *customer loyalty* pada pelanggan *Burger King* Bandung Indah Plaza Mall.

Kata kunci: *Customer Delight*, *Customer Loyalty*, Restoran Cepat Saji

ABSTRACT

Indah Indriani Kuswandari (1900616), *"The Effect of Customer Delight on Customer Loyalty in Burger King Bandung Indah Plaza Mall Customers"*. Under the guidance of **Prof. Dr. H. Hari Mulyadi, M.Si. and Dr. Bambang Widjajanta, M.M.**

This study aims to obtain an overview and influence of customer delight on customer loyalty in Burger King Bandung Indah Plaza Mall customers. The development of the food service industry sector in Indonesia, which can be seen from the proliferation of various fast food restaurant outlets, has intensified competition. So, building relationships with customers is something that fast food restaurants can do besides just providing food. The sample in this study were 106 respondents of Burger King Bandung Indah Plaza Mall customers using purposive sampling method. The verification data analysis technique used is Partial Least Square (PLS) with the help of SmartPLS version 4.0 computer software. The author hopes that in this study customer delight can produce a positive and significant influence on customer loyalty for Burger King Bandung Indah Plaza Mall customers.

Keywords: Customer Delight, Customer Loyalty, Fast Food Restaurant

KATA PENGANTAR

Puji syukur kehadirat Allah SWT atas rahmat dan hidayah-Nya sehingga penulis dapat menyelesaikan Skripsi ini yang berjudul “Pengaruh *Customer Delight* Terhadap *Customer Loyalty* Pada Pelanggan *Burger King* Bandung Indah Plaza Mall”. Adapun tujuan dari penulisan Skripsi ini untuk memperoleh gambaran *customer delight* dan *customer loyalty* pada pelanggan *Burger King* Bandung Indah Plaza Mall serta temuan pengaruh *customer delight* terhadap *customer loyalty*.

Penulis telah berusaha menyusun skripsi ini dengan baik dan optimal, namun penulis juga menyadari sepenuhnya bahwa skripsi ini masih jauh dari kata sempurna. Maka kritik dan saran yang dapat membangun dari seluruh pihak sangat dibutuhkan agar skripsi ini dapat berguna bagi pengembangan ilmu pengetahuan.

Bandung, Agustus 2023

Indah Indriani Kuswandari

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