

THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CONSUMER SATISFACTION OF KENTUCKY FRIED CHICKEN (KFC) IN JEMBER

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ABSTRACT

This research aims to determine the effect of product and service quality on customer loyalty through KFC consumer satisfaction in Jember. This research is explanatory research, which aims to show the position and influence of the variables studied. The population in this research is all KFC Jember consumers. The sampling method is non-probability sampling with a purposive sampling technique. The sample used was 100 respondents. This research uses quantitative data. The data source in this research is primary data by distributing questionnaires directly to selected respondents. The data analysis method used is path analysis. The research results show that: Product quality has a significant effect on consumer satisfaction. Service quality has a substantial effect on consumer satisfaction. Product quality has a significant effect on customer loyalty. Consumer satisfaction has a significant effect on customer loyalty. Product quality has a significant effect on customer loyalty through consumer satisfaction. Service quality has a significant effect on customer loyalty through consumer satisfaction. The findings of this research are that service quality does not have a significant effect on customer loyalty.

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1. INTRODUCTION

The increasing number of human needs to be fulfilled requires a place to relieve boredom, relax, and relieve fatigue from busy daily activities. There are many places where you can relax while eating food and chatting, such as restaurants, food stalls, and cafes. Various methods can be used to increase sales, retain old customers, and attract new customers (Oktaviansyah

et al., 2022). The culinary business always has a clear market, as evidenced by the existence of various restaurants that offer unique and fun concepts (Yulisetiari et al., 2022b; Yulisetiari et al., 2024). The culinary business is now developing rapidly; intense competition occurs in this sector with various similar products at various prices and qualities, encouraging business people to be more professional and innovative in order to survive and compete.

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Increasingly tight business competition makes customer satisfaction very important for the survival of a company. As a global fast food franchise, Kentucky Fried Chicken (KFC) has succeeded in building a strong brand image and attracting consumer interest in various parts of the world, including in Jember, Indonesia.

Jember is a region part of East Java Province. Geographically, Jember is in a strategic area and has various interesting natural resource potentials (www.jemberkab.go.id). This positive value can be a valuable opportunity for business people because many people come from outside Jember to travel or migrate. Data from the East Java Central Statistics Agency shows that Jember is the city with the third largest population after Surabaya and Malang. This situation is an advantage that entrepreneurs can exploit in various business sectors, one of which is the Kentucky Fried Chicken (KFC) fast food sector.

KFC Jember has been established since 2016, and until 2023, its existence will be maintained, as evidenced by the high level of customer loyalty towards KFC Jember (Ashary, 2019). KFC, as one of the most famous fast food restaurants in the world, offers a variety of delicious fried chicken products and various other dishes. KFC's success has attracted the attention of many loyal customers and also generated interest among potential new consumers, even though it has succeeded in building its image and popularity in various parts of the world. KFC is not involved in boycotts of products aligned with Israel. This decision reflects the company's neutral attitude towards political issues and international conflicts. This decision can also give rise to various views and good responses from consumers to remain loyal to KFC. In the midst of increasingly fierce competition in the fast food industry, companies need to continue to strive to understand what influences their consumer satisfaction. Factors such as product quality and service quality need to be considered in order to achieve consumer satisfaction and thus create customer loyalty. There is a need to improve the quality of KFC products which is still lacking through product processing by professional chefs and innovative food presentation to suit consumer tastes by knowing the influencing factors which will make it easier for management to make managerial decisions in a business (Prasastono & Pradapa, 2012).

Recent trends show that consumers are increasingly selective in evaluating a product, with the main aim of ensuring their personal satisfaction (Yulisetiari et al., 2022a). When purchasing a product, consumers make strict considerations regarding product quality to create satisfaction (Nasirudin et al., 2018). Creating quality products is a complex task, requiring company quality standards as a reference for superior products. This standard functions to maintain consistent proportions in the products produced, maintaining consumer confidence in these products. Product quality is considered very good if it is able to meet consumer needs and expectations. This explanation is strengthened by the results of research by Yulisetiari

and Mawarni (2021), Setiawan and Safitri (2019), Maghfiroh (2019), Winalda and Sudarwanto (2022), Aldiana et al. (2020), Deviyanti et al. (2021), Women and Santoso (2021), Yulisetiari et al. (2022a), Budiarno et al. (2022) and Bali (2022) means that product quality has a positive and significant effect on consumer satisfaction. There is a view that product quality is not always a determining factor in producing consumer satisfaction. Although high quality is often associated with satisfaction, in fact, there are other aspects that also contribute to the level of consumer satisfaction. This opinion is in line with research conducted by Fiazisyah and Purwidiani (2018), Mariansyah and Syarif (2020), and Kristiawan et al. (2021) stated that product quality does not have a positive and significant effect on consumer satisfaction because consumer satisfaction is not only about the final result of the food served but also involves a process that starts when consumers enter the restaurant until they leave. Even though product quality does not have a significant effect on consumer satisfaction, this does not mean that product quality is not important in creating consumer satisfaction.

Apart from product quality, service quality also has an influence on consumer satisfaction. It is important for companies to pay attention to service quality because the level of quality directly influences the company's competitive ability and level of profitability (Panjaitan, 2016). A restaurant often has many branches spread across various regions; even though it comes from a company with similar standard operating procedures, the service experience tends to differ from one branch to another. Service is an integral part of this industry, not only the end result of the food served but also a process that starts when consumers enter the restaurant until they leave. A carefully designed and properly executed interaction process will definitely have an impact on the overall quality of service. In research by Kristiawan et al. (2021), service quality is seen through creating a sense of comfort when consumers eat at a restaurant and the friendliness of employees when consumers leave the place. According to Yulisetiari et al. (2022b), service quality can be measured based on the extent to which the company is able to meet consumer expectations and needs. In line with research conducted by Oktarini (2019), Fitria and Yuliati (2020), Yulisetiari and Mawarni (2021), Kristiawan et al. (2021), Yulisetiari et al. (2022b), meaning that service quality has a positive and significant effect on consumer satisfaction because the better the quality of the service provided, the greater the satisfaction that consumers will feel with the service provided by the company. However, when the quality of the service provided does not match consumer desires, satisfaction will not be obtained in line with research by Purwanto (2016), Tresiya et al. (2019), Safavi and Hawignyo (2021) and Budiarno et al. (2022) means that service quality does not have a positive and significant effect on consumer satisfaction, in this case consumer satisfaction is more influenced by environmental factors, food quality and perceived value.

Consumer satisfaction is a milestone in the success of a company, thereby creating customer loyalty (Fiazisyah & Purwidiani, 2018). According to Kotler and Keller (2016, p. 153), satisfaction is a person's feeling of happiness or disappointment that arises from comparing their perceived performance with their expectations. According to Kotler and Keller (2016, p. 138), loyalty is a commitment to use or repurchase a liked product in the future. The results of research conducted by Wirawan et al. (2019), Yulisetiari and Mawarni (2021), Budiarno et al. (2022), Yulisetiari et al. (2022b) show that partial consumer satisfaction has a significant positive effect on consumer loyalty because consumers who feel satisfied tend to become loyal to the company. However, the results of research conducted by Pradiani et al. (2022) show that consumer satisfaction has a negative and insignificant effect on customer loyalty; consumer satisfaction is not proven to act as an intervention variable to mediate the effect of product quality on customer loyalty. Aprileny et al. (2022) that consumer satisfaction does not have a direct effect on customer loyalty because there are many other factors that can influence a consumer's decision to remain loyal, such as product quality, a pleasant shopping experience, and the marketing strategy implemented or even trying a new product due to changing needs. High product quality has a crucial role in forming strong customer loyalty in line with research by Pradiani et al. (2022), which means that product quality has a positive and significant effect on customer loyalty. However, research by Arif and Syahputri (2021) found that product quality did not have a significant effect on customer loyalty due to the lack of innovation in the products offered. A quality service experience can create an emotional bond, which is the main key to building customer loyalty as a result. Research by Naini et al. (2022) stated that service quality has an influence on customer loyalty, and research by Yulisetiari and Mawarni (2021) shows that service quality has the greatest significant influence on customer loyalty. However, research by Qomariah (2012), Sitorus and Yustisia (2018), Narotama (2019), Supriyanto et al. (2021) shows that service quality does not have a positive and significant effect on customer loyalty because customer loyalty is more influenced by consumer satisfaction factors.

Forming customer loyalty in a competitive business world requires the central role of product quality and service quality, with consumer satisfaction being a significant mediator. Superior product and service quality not only create consumer satisfaction but also become a strong foundation for forming customer loyalty. The research results of Rusiyati et al. (2022) stated that consumer satisfaction cannot mediate the influence of product quality on customer loyalty, while the influence of service quality on customer loyalty, consumer satisfaction is a significant mediator; in this context, a satisfying customer experience, especially through superior service, has a crucial role in shaping long term loyalty. Based on the research results of Naini

et al. (2022), product quality and service quality have a significant effect on customer loyalty through consumer satisfaction, response accuracy, product uniqueness, and employee attention, identified as the most significant aspects of product and service quality in influencing consumer satisfaction and customer loyalty. The ability to provide appropriate responses, the uniqueness of the products offered, and the attention given by employees can create a satisfying experience, thereby strengthening restaurant customer loyalty. Then, the research results of Arif and Syahputri (2021) show that product quality does not have a significant effect on customer loyalty through consumer satisfaction as an intervening variable due to the lack of innovation in the products offered.

2. LITERATURE REVIEW

2.1 Product quality

Kotler and Keller (2016, p. 249) state that product quality is the characteristic or character of a product, whether visible or invisible, and is able to meet consumer needs. Product quality is considered very good if the product succeeds in meeting consumer needs and expectations. When consumers feel dissatisfied with the product they have just consumed, consumers have a tendency to switch to substitute products with equivalent quality or even switch to competing products that can meet their expectations. When purchasing a product, consumers make strict considerations regarding product quality to ultimately create satisfaction (Yulisetiari et al., 2024).

According to Yafie et al. (2016) the quality of food products can be assessed through the following indicators:

- a. Percentage
- b. Taste
- c. Innovative Food

2.2 Service Quality

According to Kotler and Keller (2016, p. 156), service quality includes all the attributes and properties of a product as well as its ability to meet consumer needs. The higher the quality standard, the greater the sense of satisfaction felt by consumers. Good service quality has a positive impact on creating a high level of consumer satisfaction, which can then result in consumers making repeat purchases and returning to using the service. In developing service strategies and programs, companies must always prioritize consumer interests and consider various components of service quality (Kukanja and Planinc, 2019). Measuring service quality is often more complicated than measuring product quality (Nguyen et al., 2018).

According to Kristiawan et al. (2021) indicators measuring service quality are as follows:

- a. The coolness of the restaurant room
- b. Design interior
- c. Hospitality of restaurant employees.

2.3 Consumer Satisfaction

According to Kotler and Keller (2016, p. 153) Satisfaction is a person's feeling of happiness or disappointment that arises from comparing perceived performance with their expectations. If the perceived performance is in line with consumer expectations, a sense of satisfaction will arise from within the consumer. A company needs to improve its performance and adapt to consumer expectations and needs. Yulisetiari and Mawarni (2021) stated that consumer satisfaction needs to be considered as a form of response to a product being offered. Basically, satisfaction is the goal of a company. If satisfaction is at the highest level, it can provide benefits for the company so that consumers will use the same product continuously. On the other hand, if satisfaction is at a low level, the company will be in danger of losing consumers because consumers will switch to products from other companies that better meet their expectations and needs.

According to Wirawan et al. (2019) indicators for measuring consumer satisfaction are as follows:

- a. Overall satisfaction
- b. Expectations
- c. Experience

2.4 Customer loyalty

Griffin (2014, p. 142) states that customer loyalty refers to customer behavior which includes repeatedly purchasing or using products from the same company, choosing the same product line from that company, sharing positive experiences with other people regarding the satisfaction obtained from the company in question. According to Sinollah and Masruro (2019), loyalty provides several benefits for companies, namely sales will increase, the company's position in the market will become stronger because customers choose to buy our products rather than other people's products, reduce marketing costs, be protected from price competition because loyal customers are less likely to be attracted to other companies.

According to Zeithaml et al. (2009, p. 47) indicators of customer loyalty include the following:

- a. Say positive things.
- b. Recommend friends.
- c. Continue purchasing.

3. METHODOLOGY

This research aims to determine the effect of product and service quality on customer loyalty through KFC consumer satisfaction in Jember. This research is explanatory research, which aims to show the position and influence of the variables studied. The population in this research is all KFC Jember consumers. The sampling method is non-probability sampling with a purposive sampling technique. The sample used was 100 respondents. This research uses quantitative data. The data source in this research is primary data by

distributing questionnaires directly to selected respondents. The data analysis method used is path analysis

4. RESULTS

4.1 Path Analysis

According to Sarwono (2006, p. 47), path analysis is part of multiple linear regression analysis, which aims to analyze the influence between independent variables that influence the dependent variable directly or indirectly. The test results show that the first path analysis, namely between product quality (X1) and consumer satisfaction (Y1), has a significance value of $0.002 \leq 0.05$, meaning it has a significant effect. The second path, namely between service quality (X2) and consumer satisfaction (Y1), has a significance value of $0.000 \leq 0.05$, meaning it has a significant effect. The third path, namely between product quality (X1) and customer loyalty (Y2), has a significance value of $0.014 \leq 0.05$, meaning it has a significant effect. The fourth path, namely between service quality (X2) and customer loyalty (Y2), has a significance value of $0.098 \geq 0.05$, meaning it has no significant effect. The fifth path, namely between consumer satisfaction (Y1) and customer loyalty (Y2), has a significance value of $0.000 \leq 0.05$, meaning it has a significant effect.

4.2 Hypothesis Testing

The results of the hypothesis test on the influence of product quality on consumer satisfaction show that testing the influence of the product quality variable (X1) on consumer satisfaction (Y1) has a significance value of 0.002, so the value is <0.05 so H_0 is rejected and H_1 is accepted, which means product quality has a significant effect on consumer satisfaction at KFC Jember. The results of the hypothesis test on the influence of service quality on consumer satisfaction show that testing the influence of the service quality variable (X2) on consumer satisfaction (Y1) has a significance value of 0.000, so the value is <0.05 so H_0 is rejected, and H_2 is accepted, meaning that service quality has a significant effect on consumer satisfaction at KFC Jember. The results of the hypothesis test on the influence of product quality on loyalty show that testing the influence of the product quality variable (X1) on customer loyalty (Y2) has a significance value of 0.014, so the value is <0.05 so H_0 is rejected, and H_3 is accepted, which means product quality has a significant effect on customer loyalty at KFC Jember. The results of the hypothesis test on the influence of service quality on customer loyalty show that testing the influence of the service quality variable (X2) on customer loyalty (Y2) has a significance value of 0.098, so this value is >0.05 , so H_0 is accepted, and H_4 is rejected, which means service quality has no effect. Significant impact on consumer satisfaction at KFC Jember. The results of the hypothesis test on the influence of consumer satisfaction on customer loyalty show that testing the

influence of the variable consumer satisfaction (Y1) on customer loyalty (Y2) has a significance value of 0.000, so the value is <0.05 so H_0 is rejected, and H_5 is accepted, which means that consumer satisfaction has an influence significant impact on customer loyalty at KFC Jember.

4.3 Path Calculation

The calculation of significant paths can be done by calculating the direct and indirect effects of product quality and service quality on customer loyalty through consumer satisfaction, calculating the path coefficient in Figure 1 below.

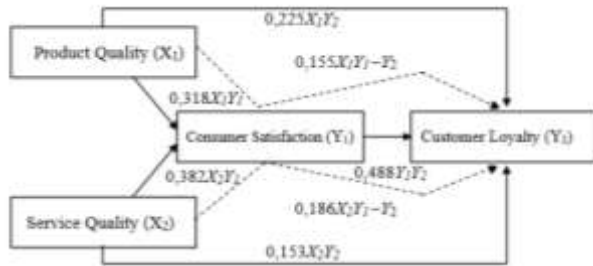


Figure 1. Path Analysis Results

Based on the calculation results, it can be seen that the direct influence of product quality on loyalty is 0.225 or 22.5% greater than the indirect influence, namely 0.155 or 15.5%, which shows that if the direct influence value $>$ indirect influence, it means that Product quality directly has a significant effect on customer loyalty through consumer satisfaction. This means that product quality has a greater influence on fulfilling customer loyalty directly rather than having to go through consumer satisfaction. Based on the calculation results, it can be seen that the direct effect of service quality on loyalty is 0.153 or 15.3% smaller than the indirect effect of 0.186 or 18.6%, meaning that indirect service quality has a significant effect on customer loyalty through consumer satisfaction. This means that service quality has a smaller influence on fulfilling customer loyalty, so it must be through the consumer satisfaction variable.

4.4 Model Test

4.4.1 Trimming Models

Trimming theory is a model used to improve a path analysis structural model by removing exogenous variables whose path coefficients are not significant from the model. The trimming model in this research is in Figure 2 below.

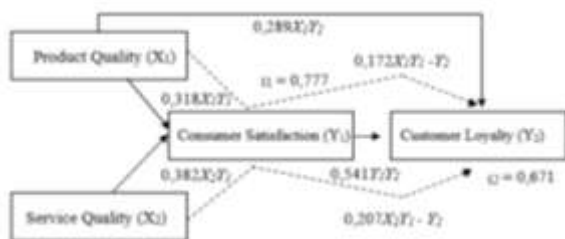


Figure 2. Path analysis model after trimming

Based on the results of the calculations that have been carried out, it can be seen that the direct influence of

product quality on customer loyalty is 0.225, which is greater than the indirect influence, namely 0.172, so it is proven that the actual influence is a direct influence, so it can be concluded that product quality has a greater influence on fulfilling customer loyalty directly. Compared through consumer satisfaction. Based on the results of the calculations that have been carried out, it can be seen that the service quality path to customer loyalty is eliminated because service quality does not have a significant effect on customer loyalty. However, service quality indirectly has a significant effect on customer loyalty through consumer satisfaction, with an influence of 58.9%, so it is proven that the actual influence is an indirect influence.

4.4.2 Sobel Test

- Based on the results of the first line Sobel test calculation, the calculated $t_{\text{value}} > t_{\text{table}}$ or $2.889 > 1.660$ with a significance level of 0.05, which means that consumer satisfaction can mediate the influence of product quality on customer loyalty.
- Based on the results of the second line Sobel test calculation, the calculated $t_{\text{value}} > t_{\text{table}}$ or $3.160 > 1.660$ with a significance level of 0.05, which means that consumer satisfaction can mediate the influence of service quality on customer loyalty.

5. DISCUSSIONS

The results of the research show that product quality has a significant positive effect on consumer satisfaction at KFC Jember with a significance value of $0.002 < 0.05$ and $t_{\text{count}} > t_{\text{table}}$ or $3.194 > 1.660$ so that H_0 is rejected and H_1 is accepted indicating the product quality is good, thereby creating consumer satisfaction at KFC Jember. When purchasing a product, consumers make strict considerations regarding product quality to create satisfaction (Yulisetiari et al. 2024). The quality of KFC Jember products is considered good because it is able to meet consumer needs and expectations. The quality of the products offered by KFC Jember has become the main choice for many consumers who are looking for a satisfying culinary experience. KFC is known not only for the taste of its fried chicken, but also for its consistency in serving quality products with selected ingredients, skilled cooking techniques and maintained hygiene standards. KFC has succeeded in creating products that are not only delicious but also meet consumer expectations. Love for the distinctive taste and enjoyment of KFC products creates sustainable satisfaction among customers in accordance with the theory put forward by Kotler and Keller (2016, p. 249) which states that product quality is the characteristic and character of a product that is able to meet needs and is acceptable to consumers. Thus, consistent and high quality product quality is one of the main factors that makes consumers feel satisfied when choosing KFC Jember products as their culinary destination. This research has the same results as the

results of research by Yulisetiari et al. (2022a), Setiawan and Safitri (2019), Maghfiroh (2019), Soraya and Marlina (2020), Aldiana et al. (2020), Deviyanti et al. (2021), Woen and Santoso (2021), Yulisetiari et al. (2022a), Budiarno et al. (2022) and Bali (2022) means that product quality has a positive and significant effect on consumer satisfaction.

The results of the research show that service quality has a significant positive effect on consumer satisfaction at KFC Jember with a significance value of $0.000 < 0.05$ and $t_{\text{count}} > t_{\text{table}}$ or $3.839 > 1.660$ so that H_0 is rejected and H_2 is accepted indicating that the quality of service provided is in line with expectations, thereby creating satisfaction. consumers at KFC Jember. In accordance with the concept expressed by Kotler and Keller (2016, p. 156) that service quality includes all the attributes and properties of a product as well as its ability to meet needs, the higher the quality, the greater the sense of satisfaction felt by consumers. In this context, KFC Jember does not only focus on the delicious taste of fried chicken, but also on a friendly, fast and efficient customer service experience as well as a comfortable restaurant atmosphere in line with Kukanja and Planinc (2019) theory, namely in developing strategies and programs service, companies must always prioritize consumer interests by considering various components of service quality. The quality of KFC Jember's service is seen through the creation of a sense of comfort when consumers eat at KFC and the friendliness of the employees provided. The level of consumer satisfaction is not only influenced by the high quality of the product, but also by the quality of the service provided. Good service can create a positive experience for KFC Jember consumers, this level of satisfaction directly influences the company's competitive ability and level of profitability. The results of this research are in line with research conducted by Oktarini (2019), Fitria and Yuliati (2020), Yulisetiari and Mawarni (2021), Kristiawan et al. (2021), Yulisetiari et al. (2022b), meaning that service quality has a positive and significant effect on consumer satisfaction.

The results of the research show that product quality has a significant positive effect on customer loyalty with a significance value of $0.014 < 0.05$ and $t_{\text{count}} > t_{\text{table}}$ or $2.513 > 1.660$ so that H_0 is rejected and H_3 is accepted indicating product quality is good as expected thereby increasing customer loyalty at KFC Jember. The good quality of KFC Jember products has a crucial role in forming customer loyalty in accordance with Griffin's theory (2014, p. 142) which states that customer loyalty refers to customer behavior which includes repeated purchases or use of products from the same company, choosing the same product line from the company, share positive experiences with others about the satisfaction obtained from the company. Good product quality at KFC Jember can be a major driver of customer loyalty, because it provides a strong basis for positive experiences, repeat purchases, consistent product choices and sharing positive experiences with others. The high standards of quality in every dish create a

satisfying experience for consumers, encouraging them to return for repeat purchases. KFC Jember understands the needs and preferences of its consumers, as proven in its commitment to continue to innovate to maintain high quality standards according to customer expectations. Product quality at KFC Jember not only creates transactions, but also forms a strong emotional bond between the brand and customers, which ultimately provides a solid foundation for long-term customer loyalty. The results of this research are in line with the research of Pradiani et al. (2022) product quality has a positive and significant effect on customer loyalty.

The results of the research show that service quality has no significant positive effect on customer loyalty with a significance value of $0.098 > 0.05$ and $t_{\text{count}} < t_{\text{table}}$ or $1.571 < 1.660$ so that H_0 is accepted and H_4 is rejected indicating that the quality of service provided cannot guarantee customer loyalty at KFC Jember. The quality of service in restaurants has generally reached relatively uniform standards. In this situation, customers' experiences of service at different restaurants may not differ greatly because most eateries provide equivalent service quality. Therefore, customers do not always connect service quality standards directly with the level of loyalty to a restaurant. According to Hanifa (2018) stated that one of the factors that influences customer loyalty is consumer satisfaction, meaning that what can make consumers loyal to KFC Jember is the level of consumer satisfaction with the quality of service provided. If consumer satisfaction has not been met, then customer loyalty cannot be achieved. Even though KFC Jember provides good quality service, there is still a possibility that customer loyalty is not fully achieved because it is caused by other factors that influence loyalty such as price. According to Anggraini and Budiarti (2020) and Lie et al. (2019) price has a significant positive effect on customer loyalty, when customers feel the benefits are proportional to the amount of money they spend, this can be a solid basis for building customer loyalty. Based on the research results, it was concluded that KFC Jember's service quality could not create customer loyalty in line with the research results of Qomariah (2012), Sitorus and Yustisia (2018), Narotama (2019), Darwin et al. 2019, Supriyanto et al. (2021) that service quality does not have a positive and significant effect on customer loyalty.

The results of the research show that consumer satisfaction has a significant positive effect on KFC Jember customer loyalty with a significance value of $0.000 < 0.05$ and $t_{\text{count}} > t_{\text{table}}$ or $5.622 > 1.660$ so that H_0 is rejected and H_5 is accepted. The higher consumer satisfaction, the greater the increase in customer loyalty. the higher the quality of the product and the higher the quality of service felt by consumers. High consumer satisfaction with product and service quality can have a positive impact on customer loyalty. Consumer satisfaction at KFC Jember not only creates a positive experience for customers, but can also be a major factor in building customer loyalty. In line with the theory put

forward by Yulisetiari and Mawarni (2021) states that consumer satisfaction needs to be considered as a form of response to a product being offered, basically satisfaction is the goal of a company. When KFC Jember consistently provides a satisfying experience, consumers will return to look for KFC products or services and consumers will also recommend KFC to others. By understanding that consumer satisfaction is the first step towards customer loyalty, KFC Jember can continue to focus on improving product and service quality to ensure that customers not only feel satisfied but also choose KFC as their top choice repeatedly. Thus, consumer satisfaction is one of the keys to achieving company goals, namely building and maintaining loyal customers. The results of this research are in line with research conducted by Wirawan et al. (2019) , Budiarno et al. (2022), Yulisetiari and Mawarni (2021), Yulisetiari et al. (2022b) that consumer satisfaction has a significant positive effect on customer loyalty because consumers who feel satisfied tend to become loyal to the company.

The results of the research show that product quality has a significant positive effect on customer loyalty through KFC Jember consumer satisfaction with a calculated $t_{\text{value}} > t_{\text{table}}$ or $2.889 > 1.660$ with a significance level of 0.05, which means consumer satisfaction can mediate the influence of product quality on customer loyalty so that it shows greater. If consumers are satisfied with the quality of KFC products provided, customer loyalty will increase. Forming customer loyalty in a competitive business world requires the central role of product quality with consumer satisfaction being a significant mediator. Griffin (2014, p. 142) states that customer loyalty refers to customer behavior which includes repeated purchases or use of products from the same company and sharing positive experiences with other people regarding satisfaction obtained from the company. In line with this theory, product quality at KFC Jember is significant in building customer loyalty through consumer satisfaction. High quality standards create a satisfying culinary experience and meet consumer expectations. Consumer satisfaction from consistent product quality drives repeat purchases, forming the basis of long-term relationships. Fulfilling consumer expectations also creates an emotional bond, motivating customers to return and become loyal. In addition, consumer satisfaction contributes to positive *word of mouth*, strengthens brand image and attracts new customers. In this way, the quality of KFC Jember products not only meets expectations, but also creates satisfaction which leads to strong customer loyalty. The results of this study are in line with the results of

research by Naini et al. (2022) and Kukuh (2015) product quality has a significant positive effect on customer loyalty through consumer satisfaction as an *intervening variable* .

The results of the research show that service quality has a significant positive effect on customer loyalty through KFC Jember consumer satisfaction with a calculated $t_{\text{value}} > t_{\text{table}}$ or $3.160 > 1.660$ with a significance level of 0.05, which means that consumer satisfaction can mediate the influence of service quality on customer loyalty, thus showing The more satisfied consumers are with the perceived service quality, the more customer loyalty will increase. The theory proposed by Naini et al. (2022) service quality influences customer loyalty through consumer satisfaction because the accuracy of response and attention given by employees is able to create a satisfying experience. In this context, satisfying customer experience, especially through superior service, has a crucial role in forming long-term KFC Jember customer loyalty. Responsive service and attention to customer needs creates emotional bonds, builds trust and increases KFC Jember consumer satisfaction. Customers who feel valued and well served are more likely to return and make repeat purchases. Additionally, these positive experiences can also contribute to a positive *word of mouth effect* , where customers share their experiences with others, creating new interest and strengthening the brand image. Thus, superior service quality at KFC Jember not only meets consumer needs, but also builds satisfaction which is a strong basis for forming and maintaining customer loyalty. The results of this study are in line with Rusiyati et al. (2022) and Naini et al. (2022) that there is a significant positive influence of service quality on customer loyalty with consumer satisfaction being the mediating variable.

6. CONCLUSIONS

Product quality has a significant effect on consumer satisfaction. Service quality has a substantial effect on consumer satisfaction. Product quality has a significant effect on customer loyalty. Consumer satisfaction has a significant effect on customer loyalty. Product quality has a significant effect on customer loyalty through consumer satisfaction. Service quality has a significant effect on customer loyalty through consumer satisfaction. The findings of this research are that service quality does not have a significant effect on customer loyalty.

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