ABSTRACT

Customer loyalty is a key element in the success of businesses in service industries, such as the food and beverage industry. In this context, a thorough analysis of the factors influencing customer loyalty is essential for guiding marketing strategies and enhancing customer loyalty.

The primary objective of this study is to identify the factors that affect customer loyalty at Uncle Chen and to evaluate the extent to which these factors contribute to customer loyalty amidst intense market competition. The research employs a quantitative approach with a descriptive quantitative study design, adopted to comprehensively understand customers' preferences and perceptions of the services offered by Uncle Chen.

The study uses a quantitative method with a non-probability sampling technique, specifically purposive sampling. Data was collected through an online questionnaire distributed to 100 regular customers of Uncle Chen. Additionally, secondary data is utilized to support the analysis through a literature review. The data is analyzed using factor analysis to identify the key factors influencing customer loyalty.

The findings of this research provide valuable insights for Uncle Chen's management to develop effective marketing strategies and enhance customer loyalty. The results are expected to contribute to both the theoretical and practical understanding of customer loyalty in the food and beverage industry and serve as a foundation for further research in this field.

Keywords: Customer Loyalty, Uncle Chen, Factor Analysis, Marketing Strategy.