

ABSTRAK

Pelanggan restoran cepat saji menilai harga yang dirasakan berdasarkan kualitas produk, kualitas servis dan kualitas lingkungan fisik restoran. Harga yang dirasakan akan menimbulkan kepuasan pelanggan yang menumbuhkan *happiness* dan loyalitas yang diakhiri dengan kepercayaan pelanggan. Tujuan dari penelitian adalah untuk mengeksplorasi *perceived price* sebagai anteseden *happiness* dan *loyalty* pada restoran cepat saji di Indonesia. Penelitian ini dilakukan pada 130 responden yang menjadi pelanggan KFC/McD/Pizza Hut di Indonesia. Pengumpulan data diperoleh melalui kuesioner yang disebar secara *online* pada bulan Juni hingga Juli 2021. Kami menggunakan Lisrel *Structural Equation Model* (SEM) untuk menguji model penelitian ini. Hasil pengolahan data menunjukkan bahwa *Perceived price* berpengaruh positif pada kepuasan pelanggan. Kualitas produk berpengaruh positif terhadap kepuasan pelanggan. Kualitas servis berpengaruh positif terhadap kepuasan pelanggan. Kualitas lingkungan fisik berpengaruh positif terhadap kepuasan pelanggan. *Perceived price* berpengaruh positif pada kualitas produk. *Perceived price* berpengaruh positif pada kualitas servis. *Perceived price* berpengaruh positif terhadap kualitas lingkungan fisik. Kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan. Kepercayaan memoderasi hubungan kepuasan pelanggan dan loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif terhadap *happiness* pada pelanggan KFC/McD/Pizza Hut di Indonesia.

Kata Kunci: *Perceived Price*, Kualitas Produk, Kualitas Servis, Kualitas Lingkungan Fisik, Kepuasan Pelanggan, Loyalitas Pelanggan, *Happiness* dan Kepercayaan

ABSTRACT

Fast food restaurant customers rate perceived prices based on product quality, service quality and the quality of the restaurant's physical environment. The perceived price will lead to customer satisfaction which fosters happiness and loyalty which ends with customer trust. The purpose of this study is to explore the Moderating Effect of Trust on Customer Satisfaction in Fast Food Restaurants in Indonesia. This research was conducted on 130 respondents who are customers of KFC/McD/Pizza Hut in Indonesia. Data collection was obtained through questionnaires distributed online from June to July 2021. We used the Lisrel Structural Equation Model (SEM) to test this research model. The results of data processing show that the perceived price has a positive effect on customer satisfaction. Product quality has a positive effect on customer satisfaction. Service quality has a positive effect on customer satisfaction. The quality of the physical environment has a positive effect on customer satisfaction. Perceived price has a positive effect on product quality. Perceived price has a positive effect on service quality. Perceived price has a positive effect on the quality of the physical environment. Customer satisfaction has a positive effect on customer loyalty. Trust moderates the relationship between customer satisfaction and customer loyalty. Customer satisfaction has a positive effect on happiness for KFC/McD/Pizza Hut customers in Indonesia.

Keywords: Perceived Price, Product Quality, Service Quality, Physical Environment Quality, Customer Satisfaction, Customer Loyalty, Happiness and Trust