

## ABSTRACT

This study was focusing on the factor affecting student satisfaction and student loyalty to fast food industry in Indonesia during covid-19 (study at State Polytechnic of Jember). Students from different faculties are having different opinion on how they fell satisfaction and loyal to fast food industry in Indonesia during covid-19. Along with the speed of development in the era of globalization and rapid technological advances and the movement of millennial society. Factors affecting student satisfaction and loyalty are quality of product, quality of services, and prices. The study is using quantitative design which an online survey in Google Form that was distribute to State Polytechnic of Jember students. There three sections in the questionnaire, which the first section is demographic data, second section is factor affecting student satisfaction to fast food industry during covid-19, third section is the factor affecting student loyalty to fast food industry during covid-19. A total of 302 responses was analysed using descriptive analysis in SPSS. Based on the findings, it can be concluded that quality of services ( $P=0.000$ ), quality of product ( $P=0.000$ ) affecting customer satisfaction but factor prices ( $P=0.226$ ) doesn't have significant impact customer satisfaction. Beside that the conclusion is quality of product ( $P=0.048$ ), prices ( $P=0.000$ ), and customer satisfaction ( $P=0.023$ ) significant affecting customer loyalty but factor quality of services ( $P=0.881$ ) doesn't have significant impact customer loyalty.

*Keyword: Customer Loyalty, Customer Satisfaction, Quality of Product, Quality of Services, Prices.*