

## ***Analysis Of The Influence Of Customer Loyalty On Purchasing Kfc Products***

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### **ABSTRACT**

*Customer loyalty has a tremendous impact on brand preference and repeat business in the highly competitive fast-food industry. Such marketers understand the factors that influence consumer loyalty behaviour in the community, particularly in the city of Jember, while also sustaining their customers, which is critical for creating their marketing tactics. The goal of this study is to look into the elements that influence customer loyalty behaviour at KFC Roxy Jember. Specifically, this study seeks to evaluate the impact of brand image, pricing, product quality, and discount promotions on customer loyalty to KFC goods. Primary data was acquired from a sample of 385 respondents at KFC Roxy Jember via survey tools. The acquired data was analysed with SPSS. The findings revealed that brand image, price, product quality, and discount promotions all had a positive statistically significant impact on customer loyalty to KFC products. This study also includes a discussion, limitations, recommendations, and findings.*

***Keywords:*** *Brand image, price, product quality, discount promotions and consumer loyalty*