

UNIVERSITAS INTERNASIONAL BATAM

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***ANALYSIS OF FACTORS INFLUENCING LOYALTY BEHAVIOR OF
MILENIAL GENERATION TO THE INTERNATIONAL
FAST FOOD RESTAURANT IN BATAM CITY***

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ABSTRACT

This research was conducted to find out the factors influencing the behavior of millennial generation loyalty to fast food restaurants in Batam. This research was conducted with the intention of it can be used as a reference for fast food restaurant owners in paying consideration to customer loyalty behavior, especially the millennial towards fast food restaurants in Batam.

This research aimed at millennial customers in Batam who have visited KFC, McD, and Pizza Hut fast food restaurants because these fast food restaurants are visited in frequency 2 to more than 3 times each week. There were 280 questionnaires distributed and only 269 questionnaires could be used in this study.

The results of this study state that all independent variable relationships namely Trust, Commitment, Satisfaction have significant positive relationship to the mediating variable attitudinal loyalty, then the variable attitudinal loyalty has significant positive relationship to behavioral loyalty.

Keywords: *Trust, Commitment, Satisfaction, Attitudinal loyalty, Behavioral loyalty*