

ABSTRACT

The purpose of this study was to determine the comparison of service quality, customer experience, perceived price, brand image and repurchase intention of fast food between McDonald's and Richeese Factory restaurants in Bintara, Bekasi. The subjects in this study were customers who had come and ate fast food at McDonald's and Richeese Factory restaurants in Bintara, Bekasi. This study was conducted on 155 respondents using quantitative methods. Therefore the analysis of the data used is Statistical Package for Social Science (SPSS) v.23. The results of this study show comparatively that there are significant differences in the customer experience and brand image variables in McDonald's and Richeese Factory restaurants, while the service quality, price perception, and repurchase intention variables have no significant differences.

Keywords : *Service Quality, Customer Experience, Perceived Price, Brand Image, Repurchase Intention.*



ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui perbandingan kualitas pelayanan, *customer experience*, persepsi harga, *brand image* dan *repurchase intention* makanan siap saji antara restoran McDonald dan Richeese Factory di Bintara, Bekasi. Subjek pada penelitian ini adalah pelanggan yang pernah datang dan mengonsumsi makanan siap saji di restoran McDonald dan Richeese Factory Bintara, Bekasi. Penelitian ini dilakukan terhadap 155 responden dengan menggunakan metode kuantitatif. Karena itu analisis data yang digunakan adalah *Statistical Package for Social Science (SPSS) v.23*. Hasil penelitian ini menunjukkan secara komparatif bahwa terdapat perbedaan yang signifikan pada variabel *customer experience* dan *brand image* di restoran McDonald dan Richeese Factory, sedangkan variabel kualitas pelayanan, persepsi harga, dan *repurchase intention* tidak terdapat perbedaan.

Kata Kunci : Kualitas Pelayanan, *Customer Experience*, Persepsi Harga, *Brand Image*, *Repurchase Intention*



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