

ANALYSIS OF FACTORS AFFECTING SATISFACTION WITH LOYALTY OF ROCKET CHICKEN LAMONGAN BRANCH CONSUMERS

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ABSTRACT

Consumer satisfaction and loyalty are an essential part of the sustainability of a business because customer satisfaction and loyalty affect the company's revenue. This study aims to identify and analyze the factors influencing satisfaction and loyalty and examine the relationship between customer satisfaction and consumer loyalty in the Lamongan Rocket Chicken branch. The methods used in customer satisfaction analysis are Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI), while the loyalty picture is used as a loyalty pyramid. The results of the IPA research show that the attributes that need to be improved are hygiene attributes in food presentation, the speed at which servers serve the ordered menu, and the availability of food and drinks that consumers want to order. The calculation results based on the consumer satisfaction index (CSI) are 69.83%. Based on brand loyalty analysis, the highest level of Rocket Chicken consumer loyalty is switcher buyers, with a value of 21.50%. So, the quality of service is the most prominent factor of the Rocket Chicken branch in Lamongan, and it can affect the loyalty of switcher buyer consumers.

Keywords: Customer Satisfaction Index; CSI; Importance Performance Analysis; IPA; Customer Satisfaction

1.0 INTRODUCTION

[1]The Central Statistics Agency (2021) stated that the population of Lamongan reached 1,354,119 people, with 16% of the population aged 15-25 years. The large number of people causes an increase in the need for food. This triggers many entrepreneurs who are interested in trying (doing business) in the food sector. The food business is currently relatively promising, and this is because the existence of the food business as an activity that provides basic human needs is almost always needed, so this business is considered to last all time ([2]Rustiarini and Anak, 2015). Rocket Chicken is one of the food businesses currently in Lamongan Regency and is being visited by the community. Nurul Atik founded Rocket Chicken in February 2010 with its flagship fried chicken menu. In addition to offering a fried chicken menu, Rocket Chicken also caters to consumer tastes by providing other menus such as burgers, steaks, and Chinese food. At this time, Rocket Chicken has many outlets spread across Indonesia. One of the outlets is located in the center of Lamongan city, specifically in Kauman, Sidoharjo, Lamongan District, and Lamongan Regency. As a restaurant from Indonesia whose market share competes with restaurants both domestically and abroad, the level of competition will be

relatively tight with other similar businesses, so customers of this restaurant experience ups and downs (fluctuations), which also impact their income level. Rocket Chicken must maintain consumer satisfaction and loyalty to the menus offered to survive and not be left out by similar businesses.

Consumer satisfaction arises in a person's happiness and disappointment because it compares expectations with performance results from quality. The feeling of joy or disappointment arises from within the consumer through the quality of the results. Satisfaction is related to the attributes inherent in the product or service produced ([3]Wahyudin et al. 2019). The company's performance is essential to customer satisfaction ([4]Musanto, 2004). Some factors support the formation of consumer satisfaction, including product quality, price, service quality, emotional factors, and convenience ([5] Irawan, 2007). Research on satisfaction and consumer decisions has been carried out, such as [6]Sampurno and Sarif (2020), which relate it to the role of menu diversity, product quality, brand image, and advertising. [7] Walukow et al. (2014); [8]Wahyu Ali et al. (2013) measured the influence of product quality, price, and promotion and similarly, [9]Ferawati et al. (2019), related it more broadly, namely to geography, demographics, and psychology. However, these various studies, tend to look for relationships and descriptive explanations, even though what is needed in the case of the Rocket Chicken restaurant is the positioning of consumers and the strengthening of what is required to improve its sustainability.

On that basis, this study was conducted with the aim of not only measuring consumer satisfaction using the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods but also knowing the loyalty or brand loyalty of buyers to Rocket Chicken Importance Performance Analysis is a method used to measure consumer satisfaction with the level of importance and the level of attribute performance ([10]Anggraini et al. 2015). Science analysis is carried out to describe the performance of a brand compared to the expectations or level of importance perceived by consumers. It should be noted that the coordinates of the midpoint of the quadrant refer to the grand mean, which is the average of all attributes in the performance section and the average of all attributes in the importance section ([11]Gadung et al., 2015). Meanwhile, the Customer Satisfaction Index is an analysis used to determine the overall level of user satisfaction by paying attention to the level of importance of the attributes of a product or service ([12]Jayadi et al. 2018).

Consumer loyalty occurs due to the trust and commitment of customers to a product or service because they get satisfaction from the product or service ([13]Pilliangsani, 2012). According to [14] Durianto et al., (2004), the category of loyalty from consumers has several levels, including switcher buyer, habitual buyer, satisfied buyer, like the brand, and committed buyer. Customer loyalty is vital for companies that want to maintain the sustainability of their business activities. According to [15] Prasetyani and Dheasey (2017), loyal customers are delighted with a specific product and service they receive, so they are enthusiastic to introduce it to anyone they know.

2.0 METHODS

This research activity was carried out from September 2021 - December 2021. This research was carried out at the Lamongan branch of Rocket Chicken, precisely in Kauman Sidoharjo, Lamongan District, Lamongan Regency, East Java. Data collection was carried out through

interviews using questionnaires for approximately two months. The questionnaire used in this study contains attributes related to consumer satisfaction and loyalty to the Lamongan branch of Rocket Chicken, which can be seen in Table 1. The sample withdrawal method in this study is nonprobability sampling (the sample is not randomized) with convenience sampling. Convenience sampling is a technique for determining samples by chance, members of the population who are met and willing to be respondents. The average number of consumers who come to the Lamongan branch of Rocket Chicken in 2 months is estimated at 2000 consumers. To determine the sample size of the population in this study using the Slovin method as follows:

$$n = \frac{N}{(1+Ne^2)} \tag{1}$$

$$n = \frac{2000}{(1 + (2000 \times 10\%^2))}$$

$$n = \frac{2000}{21} = 95,24 \sim 95 \sim 100 \text{ respondents}$$

Information:

- n = sample size
- N = population
- e = error rate

The data processing in this study includes consumer satisfaction analysis using the Importance Performance Analysis and Customer Satisfaction Index methods. Meanwhile, the analysis of loyalty levels uses a loyalty pyramid analysis (Loyalty Pyramid brand)

Table 1 attributes of questionnaire questions

Attribute Number	Attribute
1	The taste of food and drinks at Rocket Chicken Lamongan branch is as you expect.
2	The process of serving food and beverages at the hygienic Lamongan branch of Rocket Chicken.
3	The number of portions determines the price of Rocket Chicken food and drinks.
4	Are prices in Rocket Chicken cheaper than elsewhere?
5	Supporting facilities (such as parking lots, toilets, etc.) are available.
6	The number of Rocket Chicken cashiers is sufficient, so there is no queue.
7	The arrangement of tables and chairs at Rocket Chicken is neat.
8	Employees are friendly when providing services.
9	Accuracy of employees in serving dishes.
10	Accuracy of administrative calculations by cashiers when you pay.
11	Employee alertness in handling consumer issues.
12	The speed of employees in preparing the order menu.
13	Employee knowledge of food and beverage information offered to you according to the actual situation.
14	The taste of the menu served is always the same every time you visit.
15	Rocket Chicken employees ensure that the food and drinks you have ordered are complete.
16	Employees provide the same services regardless of social status.
17	Comfort is fulfilled when you eat and drink at the Rocket Chicken Lamongan branch.

- 18 Entertainment facilities such as TV, music playback, etc. are available.
- 19 The availability of food and drinks that you want to order at the Lamongan branch of Rocket Chicken.
- 20 Vehicle access to Rocket Chicken Lamongan is easy.

3.0 RESULTS AND DISCUSSIONS

This section describes some of the results of the research conducted. However, not all research results need to be displayed in this section. These are just a few significant research results. Discussions need to be carried out in detail on exciting results. Discussions can also be carried out by comparing the results obtained with the results of previous research. Tables and pictures can be used in this section to make it easier for the author to describe the research results.

3.1 Importance of Performance Analysis

The importance level analysis helps determine how meaningful the relationship of an attribute listed in the questionnaire is with this study. Attributes in question are product quality, price, service quality, emotional factors, and convenience. These attributes will later be used to determine how important they are to support consumer satisfaction.

The performance level analysis is intended to find out how much consumers judge the performance of attributes carried out by the Lamongan branch of Rocket Chicken. This assessment can later trigger consumers' satisfaction with the Lamongan branch of Rocket Chicken. The attributes used in the performance level analysis are the same as the attributes used for the importance level analysis. The level of importance, performance, and conformity of each Attribute are presented in Table 2.

The analysis results in Table 2 show that the average value of the performance level is smaller than the average value of the level of importance, with the average value of the percentage of the level of conformity at 84.99%. According to the consumer, the attributes in the Lamongan branch of Rocket Chicken have a reasonably good performance with a value of 3.49. In contrast, consumers have expectations from the characteristics of Rocket Chicken, which are very high, with a value of 4.1. Thus, it is necessary to map attributes using a cartesian diagram to determine which attributes need improvement and which need maintenance. The attribute mapping can be seen in Figure 1 below.

Table 2 Assessment of the Level of Interest and Performance of Rocket Chicken Lamongan Branch

Attribute Number	Importance level (X)	Performance level (Y)	\bar{X}	\bar{Y}	Conformity level (%)
Product Quality					
1.	420	358	4,20	3,58	85,24
2.	431	334	4,31	3,34	77,49
Price					
3.	402	365	4,02	3,65	90,8
4.	388	381	3,88	3,81	98,2
Service Quality					
Tangible					
5.	413	356	4,13	3,56	86,2

6.	404	283	4,04	2,83	70,05
7.	405	338	4,05	3,38	83,46
Reliability					
8.	428	361	4,28	3,61	84,35
9.	417	355	4,17	3,55	85,13
10.	413	377	4,13	3,77	91,29
Responsiveness					
11.	412	352	4,12	3,52	85,44
12.	411	347	4,11	3,47	84,43
Assurance					
13.	410	355	4,10	3,55	86,59
14.	425	354	4,25	3,54	83,3
Empathy					
15.	408	352	4,08	3,52	86,28
16.	412	365	4,12	3,65	88,6
Emotional Factor					
17.	411	358	4,11	3,58	87,1
18.	385	315	3,85	3,15	81,82
Ease					
19.	412	281	4,12	2,81	68,2
20.	411	394	4,11	3,94	95,86
Rata-rata			4,10	3,49	84,99

Source: Primary data processed (2020)

Based on Figure 1, it can be seen that quadrant I shows an attribute that, according to respondents (consumers), is considered necessary. However, the performance of the Lamongan branch of Rocket Chicken is not good. The attributes classified in quadrant I in this study are attributes number 2, 12, and 19, respectively are attributes of hygiene in food presentation, the speed of employees in preparing the order menu, and the availability of food and beverages that consumers chill as essential attributes in supporting consumer satisfaction.

Poor performance assessments by consumers of Rocket Chicken can make consumers less satisfied or even disappointed and make them more likely to turn to other restaurants. So it is necessary to prioritize improvements to Rocket Chicken, so what is prioritized to be improved are the attributes in this first (I) quadrant. This is in line with research [16] by Alfariysi and Andesta (2022); although in the context of servants and alertness are considered satisfactory and good, improvements are still needed, especially in the priority of quadrant I.

Quadrant II shows that respondents consider an attribute to be important in supporting consumer satisfaction, and the performance behavior of the Lamongan branch of Rocket Chicken is also good. The attributes included in quadrant II are attributes number 1, 5, 8, 9, 10, 11, 14, 16, 17 and 20. The existence of attributes in quadrant II reflects the level of consumer satisfaction. It is in line with the company's good performance, so the characteristics in quadrant II need to be maintained to maintain loyalty to this restaurant.

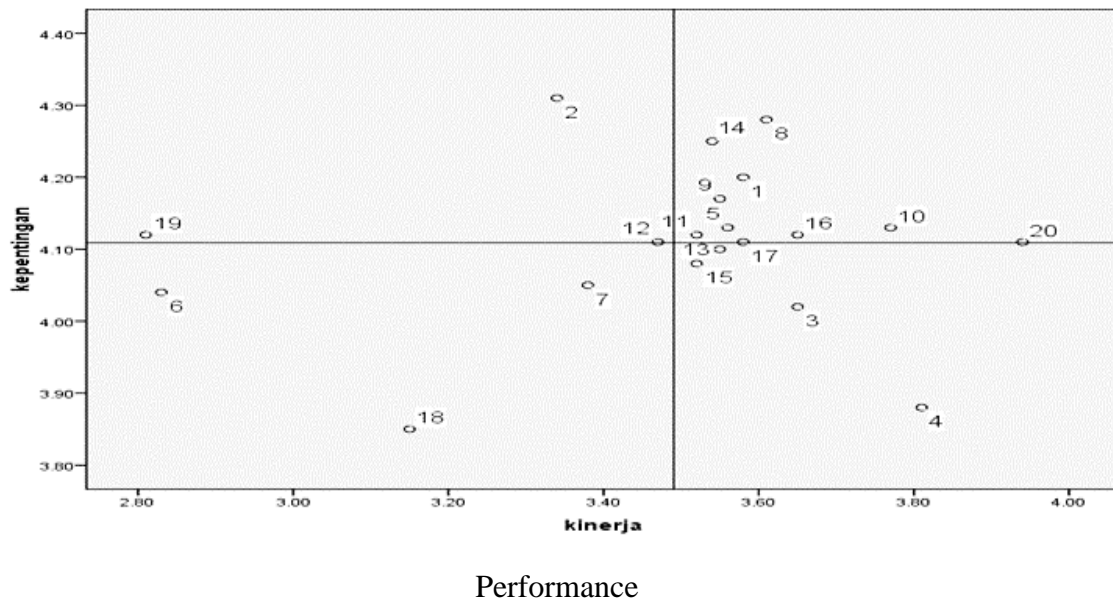


Figure 1 Cartesian Diagram of Importance Level and Attribute Performance Level (Primary Data Processed, 2019)

This aligns with [17]Azzochrah et al. (2022) opinion that the service aspect is essential in determining consumer satisfaction. Quadrant III is a position that represents a situation where the level of importance of an attribute in supporting customer satisfaction and the level of performance of the company are both low. The attributes included in quadrant III are attributes: a sufficient number of Rocket Chicken cashiers so that there is no queue (6), neat arrangement of tables and chairs (7), and the availability of entertainment facilities such as TV, music playing, etc. (18) are things that are considered not very important for respondents to make consumers feel satisfied with this restaurant, which the performance of this restaurant is also low. However, the information provided by the attributes in the third quadrant does not mean they must be ignored; instead, it becomes essential information for indirect improvements expected to increase consumer loyalty. It is precisely this comfortable atmosphere and atmosphere that is an attraction that unconsciously builds additional satisfaction ([18]Permadi et al. 2022)

Quadrant IV is a quadrant that shows that these attributes are not crucial for their (consumer's) satisfaction assessment. These attributes can be considered excessive because, in the opinion of the respondents, these attributes have no substantial influence on satisfying consumers, even though the impact on the performance of the Rocket Chicken Lamongan branch is outstanding, so the performance of the attributes in this quadrant should be reduced to be more efficient. In this study, the attributes included in quadrant IV are attributes 3, 4, 13, and 15. However, according to [19]Wiratama et al. (2022) it is precisely the attributes of the servant's ability to ensure accuracy and certainty in service and presentation.

3.2 Customer Satisfaction Index

The Customer Satisfaction Index (CSI) analysis is an analysis that functions to determine the level of satisfaction from consumers. The consumer satisfaction value used is the average value

of the level of importance and the average level of performance of each Attribute. The following are the results of the Customer Satisfaction Index analysis from the Lamongan branch of Rocket Chicken:

Table 3 Calculation of Customer Satisfaction Index of Rocket Chicken Lamongan branch consumers

Attribute Number	Average Level of Interest (MIS)	Importance Weighting Factor (%)	Average Performance Level (MSS)	Weighted Score	CSI each Attribute (%)
1.	4,20	0,0511	3,58	0,1830	3,6593
2.	4,31	0,0524	3,34	0,1752	3,5034
3.	4,02	0,0489	3,65	0,1785	3,5710
4.	3,88	0,0472	3,81	0,1799	3,5976
5.	4,13	0,0502	3,56	0,1789	3,5782
6.	4,04	0,0492	2,83	0,1391	2,7825
7.	4,05	0,0493	3,38	0,1666	3,3315
8.	4,28	0,0521	3,61	0,1880	3,7602
9.	4,17	0,0507	3,55	0,1801	3,6030
10.	4,13	0,0503	3,77	0,1895	3,7893
11.	4,12	0,0501	3,52	0,1765	3,5294
12.	4,11	0,0500	3,47	0,1735	3,4708
13.	4,10	0,0499	3,55	0,1771	3,5422
14.	4,25	0,0517	3,54	0,1831	3,6615
15.	4,08	0,0496	3,52	0,1748	3,4951
16.	4,12	0,0501	3,65	0,1829	3,6598
17.	4,11	0,0500	3,58	0,1790	3,5808
18.	3,85	0,0468	3,15	0,1475	2,9514
19.	4,12	0,0501	2,81	0,1409	2,8175
20.	4,11	0,0500	3,94	0,1970	3,9409
Total	82,18		69,81		69,8252

Source: Primary Data Processed (2019)

Description :

MIS =Mean Importance Score

MSS =Mean Satisfaction Score

From Table 3 above, we can see that the consumer satisfaction index of the Rocket Chicken Lamongan branch is 69.83%. Based on the satisfaction criterion value, the satisfaction index of Rocket Chicken Lamongan branch is in the range of $60\% < \text{satisfaction index} \leq 80\%$, which is categorized as "satisfied" ([20]Simamora, 2002). So from this, we can conclude that the average Rocket Chicken Lamongan branch consumer feels satisfied with what Rocket Chicken has given to consumers. However, the Lamongan branch of Rocket Chicken still needs to improve the attributes classified in quadrant I as a result of the Importance Performance Analysis (IPA) analysis to further increase consumer satisfaction to a "very satisfied" index, namely at an index of $80\% < \text{satisfaction index} \leq 100\%$.

3.3 Analisis Loyalitas

Loyalty level measurement is carried out by brand loyalty analysis. This analysis aims to measure consumer loyalty, grouped into five criteria: Switcher buyer, Habitual buyer, Satisfied buyer, Like the brand, and Committed buyer—Table 4. The following are the results of an analysis of the loyalty level of the Lamongan branch of Rocket Chicken.

3.3 Switcher Buyer Analysis

Switcher buyers are at the lowest level of loyalty, whereas at this level, consumers often switch products. The question measures this switcher buyer: "Will you repurchase food and drinks at the Lamongan branch of Rocket Chicken?". Here is the calculation from the analysis of the switcher buyer.

$$\text{Average} = \frac{389}{100} = 3,89$$

$$\text{Standard deviation} = \sqrt{\frac{1551 - \frac{389^2}{100}}{100-1}} = 0,618$$

$$\text{Lower limit} = X-S = 3,89 - 0,618 = 3,272$$

$$\text{Upper limit} = X+S = 3,89 + 0,618 = 4,508$$

Table 4 Brand Loyalty calculation results

Loyalty	Answer	f	x	(f.x)	x ²	f. (x) ²	\bar{X} (f.x)	%
<i>Switcher buyer</i>	Strongly disagree	1	1	1	1	1	3,89	21,50%
	Disagree	1	2	2	4	4		
	Nervous	16	3	48	9	144		
	Agree	72	4	288	16	1152		
	Strongly agree	10	5	50	25	250		
Total <i>switcher buyer</i>		100		389		1551		
<i>Habitual buyer</i>	Strongly disagree	1	1	1	1	1	3,71	20,50%
	Disagree	7	2	14	4	28		
	Nervous	18	3	54	9	162		
	Agree	68	4	272	16	1088		
	Strongly agree	6	5	30	25	150		
Total <i>habitual buyer</i>		100		371		1429		
<i>Satisfied buyer</i>	Strongly disagree	2	1	2	1	2	3,40	18,79%
	Disagree	2	2	4	4	8		
	Nervous	54	3	162	9	486		
	Agree	38	4	152	16	608		
	Strongly agree	4	5	20	25	100		
Total <i>satisfied buyer</i>		100		340		1204		
<i>Like the brand</i>	Strongly disagree	2	1	2	1	2	3,37	18,62%
	Disagree	12	2	24	4	48		
	Nervous	101	3	303	9	909		
	Agree	80	4	320	16	1280		
	Strongly agree	5	5	25	25	125		
Total <i>like the brand</i>		200		674		2364		
<i>Committed buyer</i>	Strongly disagree	2	1	2	1	2	3,725	20,59%
	Disagree	1	2	2	4	4		
	Nervous	66	3	198	9	594		
	Agree	112	4	448	16	1792		
	Strongly agree	19	5	95	25	475		
Total <i>committed buyer</i>		200		745		2867		
Total							18,095	100%

Based on Table 4, it can be seen that the most respondents answered and stated "agree" with as many as 72 respondents, while the least answers were "strongly disagree" and "disagree" with as many as 1 respondent each. Based on the calculation above, it is known that the average value is 3.89, so the switcher buyer respondents are included in the excellent category. The switcher buyer can be mapped into enough outstanding categories by taking advantage of the spread of 3,272 and 4,508. These results also show that the % of respondents who like to move restaurants (culinary adventures) 21.50% is categorized as relatively high.

3.4 Habitual Buyer Analysis

Habitual buyer is a level of loyalty. At this level, consumers buy products out of habit. The question measures this habitual buyer, "Do you always order more than 1 type of menu?". Here is the calculation from the habitual buyer analysis.

$$\text{Average} = \frac{371}{100} = 3,71$$

$$\text{Standard deviation} = \sqrt{\frac{1429 - \frac{371^2}{100}}{100-1}} = 0,729$$

$$\text{Lower limit} = X-S = 3,71 - 0,729 = 2,981$$

$$\text{Upper limit} = X+S = 3,71 + 0,729 = 4,439$$

Table 4 shows that the respondents answered "agree" with 68 respondents, while the least answered "strongly disagree" with one respondent. Based on the calculation above, it is known that the average value of habitual buyers is 3.71, meaning that habitual buyer respondents are included in the excellent category. Using the spread of 2,981 and 4,439, habitual buyers can be mapped into sufficient to outstanding categories. This result also shows that the % of respondents who buy products due to habit is 20.50%.

3.5 Satisfied Buyer Analysis

Satisfied buyers are consumers confident with a brand but may also consume products from other brands. This satisfied buyer is measured by "If the price goes up, you still visit Rocket Chicken Lamongan?". Here is the calculation from the satisfied buyer analysis.

$$\text{Average} = \frac{340}{100} = 3,4$$

$$\text{Standard deviation} = \sqrt{\frac{1204 - \frac{340^2}{100}}{100-1}} = 0,696$$

$$\text{Lower Limit} = X-S = 3,4 - 0,696 = 2,704$$

$$\text{Upper Limit} = X+S = 3,4 + 0,696 = 4,096$$

Based on Table 3 above, it can be seen that most respondents were "hesitant," as many as 54 respondents, while the fewest answers were "strongly disagree" and "disagree" each with two respondents. Based on the calculation above, it is known that the average value of satisfied buyers is 3.4, so satisfied buyer respondents are included in the sufficient category. By utilizing the spread of 2,704 and 4,096, satisfied buyers can be mapped into the category of enough to

good. This result also shows that the % of respondents who are confident with Rocket Chicken products is 18.79%. This level of satisfaction is not high enough because Rocket Chicken is a new player, so it is necessary to build a better level of service satisfaction ([17]Azzochrah et al. 2022)

3.6 Likes the Brand Analysis

Likes the brand is a level of loyalty where consumers really like the brand's products. Likes the brand is measured through 2 questions, namely "If there is an offer for a similar place, you still choose the Lamongan branch of Rocket Chicken for you to visit? and If the Lamongan branch of Rocket Chicken changes places, do you still visit it?". Here is the calculation from the brand analysis.

$$\text{Rata-rata} = \frac{674}{200} = 3,37$$

$$\text{Standard deviasi} = \sqrt{\frac{2364 - \frac{674^2}{200}}{200-1}} = 0,682$$

$$\text{Lower Limit} = X-S = 3,37 - 0,682 = 2,688$$

$$\text{Upper Limit} = X+S = 3,37 + 0,682 = 4,052$$

Based on Table 4 above, it can be seen that most respondents' answers were "hesitant," as many as 101 respondents, while the least answer was "strongly disagree" with two respondents. Based on the calculation above, it is known that the average value of likes of the brand is 3.37, so the respondents who like the brand are included in the sufficient category. By utilizing the spread of 2,688 and 4,052, the likes of the brand can be mapped into categories from good to good. This result also shows that the % of respondents who like Rocket Chicken products is 18.62%.

3.7 Committed Buyer Analysis

Committed buyers have a level of loyalty, and consumers have loyalty to a brand, and their loyalty is shown by recommending the brand to others. Committed buyers are measured through 2 questions: "Are you willing to invite your friends/family? And are you willing to try the new menu?". Here is the calculation from the committed buyer analysis.

$$\text{Average} = \frac{745}{200} = 3,725$$

$$\text{Standard deviation} = \sqrt{\frac{2867 - \frac{745^2}{200}}{200-1}} = 0,679$$

$$\text{Lower Limit} = X-S = 3,725 - 0,679 = 3,046$$

$$\text{Upper Limit} = X+S = 3,725 + 0,679 = 4,404$$

Based on Table 4 above, it can be seen that most respondents' answers were "agree" with 112 respondents, while the least answer was "disagree" with 1 respondent. Based on the calculation above, it is known that the average value of committed buyers is 3,725, so the respondents of committed buyers are included in the excellent category. By utilizing the spread of 3,046 and

4,404, committed buyers can be mapped into categories of enough to very good. This result also shows that respondents who are loyal to Rocket Chicken products are 20.59%. Based on the above analysis of brand loyalty, it can be mapped in Figure 2 below:

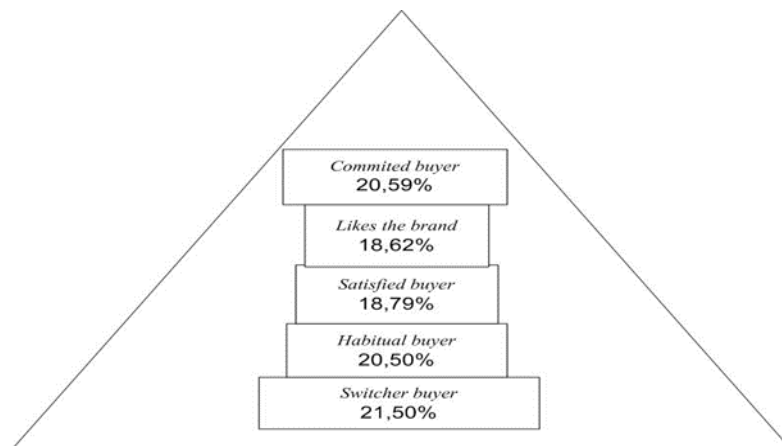


Figure 2 Brand Loyalty Pyramid

Based on Figure 2 above, the results of the analysis of the level of loyalty, when sorted from the highest to the lowest level of loyalty, include switcher buyers at 21.50%, committed buyers at 20.59%, habitual buyers at 20.50%, satisfied buyers of 18.79% and Like the brand of 18.62%. The analysis shows that Rocket Chicken Lamongan branch consumers tend to be at the lowest level of loyalty because the highest percentage value is at the level of consumer loyalty of switcher buyers. However, it is still proportional to committed buyers' consumer loyalty level. The level of consumer loyalty owned by Rocket Chicken does not follow the inverse loyalty pyramid, as stated by [21]Kotler and Keller (2005), meaning that Rocket Chicken is in a balanced position between switchers and committed buyers, which, according to [14]Durianto et al., (2004), as a relatively new culinary company has an excellent opportunity to be able to increase its committed buyers.

This context, according to [22]Yulita et al. (2014), refers to packaged liquid milk products produced by KPBS (South Bandung Animal Husbandry Cooperative) due to the influence of attributes that significantly affect consumers in product purchase decisions. The most fundamental factor for consumers in buying Rocket Chicken products is the advantages of Rocket Chicken, namely the low product price, so the level of consumers Rocket Chicken has the most is the switcher buyer. This situation is the main characteristic of switcher buyer consumers: they buy products because they are relatively cheap.

In addition, the low price of this product will later be expected to be a trigger factor recommended to relatives or closest friends to buy Rocket Chicken products, which is corroborated by the opinion [23]Butkouskaya et al. (2022) that integrated market communication supporting factors are needed so that the effect is more accurate. So this factor is what makes the level of competition stronger, through offering cheaper product prices compared to other fast food restaurants. With the entry of Rocket Chicken with this price strategy, Rocket Chicken gradually began to improve the quality of its service. So, in this case,

the percentage obtained for the switcher buyer and committed buyer levels does not show a significant difference.

4.0 CONCLUSION

Based on the results of this study, it can be concluded that the factors that affect the customer satisfaction of Rocket Chicken Lamongan branch are service quality in the Attribute of friendly attitude from employees (8) when serving consumers with an importance level score of 428 and a performance level score of 361. In addition, there is a guarantee that the menu offered does not change (14), with an importance level of 425 and a performance score of 355.

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