

**ANALISIS DESKRIPTIF LOYALITAS MEREK, SIKAP PELANGGAN,
KUALITAS LAYANAN, DAN KEPERCAYAAN MEREK PELANGGAN
OLIVE FRIED CHICKEN DI YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan loyalitas merek, sikap pelanggan, kualitas layanan, dan kepercayaan merek pelanggan terhadap Olive Fried Chicken di Yogyakarta. Penelitian ini memanfaatkan pendekatan deskriptif kuantitatif bersama pengumpulan data melalui kuesioner yang disebarakan kepada 44 responden yang merupakan pelanggan aktif Olive Fried Chicken. Hasil penelitian menunjukkan bahwa kepercayaan merek memperoleh nilai rata-rata tertinggi sebesar 3,06 (kategori tinggi), menunjukkan pelanggan memiliki keyakinan yang baik terhadap merek tersebut, terutama dalam hal sistem penagihan dan komitmen merek. Sementara itu, variabel loyalitas merek, sikap pelanggan, dan kualitas layanan masing-masing memperoleh skor rata-rata sebesar 2,94; 2,89; dan 2,86 yang termasuk dalam kategori sedang. Hasil ini mengindikasikan bahwa meskipun pelanggan cukup puas dan memiliki kecenderungan positif terhadap merek, masih terdapat ruang perbaikan khususnya dalam aspek layanan dan penguatan loyalitas pelanggan. Studi ini diharapkan dapat menyampaikan kontribusi bagi manajemen dalam menyusun strategi pemasaran serta peningkatan layanan, serta memperkuat posisi merek di tengah persaingan industri makanan cepat saji lokal.

Kata Kunci: loyalitas merek, sikap pelanggan, kualitas layanan, kepercayaan merek, sikap pelanggan, kualitas layanan, kepercayaan merek.

**DESCRIPTIVE ANALYSIS OF BRAND LOYALTY, CUSTOMER
ATTITUDE, SERVICE QUALITY, AND CUSTOMER BRAND TRUST OF
OLIVE FRIED CHICKEN IN YOGYAKARTA**

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ABSTRAC

This study aims to describe brand loyalty, customer attitudes, service quality, and brand trust among customers of Olive Fried Chicken in Yogyakarta. A descriptive quantitative approach was used, with data collected through questionnaires distributed to 44 active customers of Olive Fried Chicken. The results show that brand trust received the highest average score of 3.06 (high category), indicating that customers have a strong level of trust in the brand, particularly in its billing system and brand commitment. Meanwhile, brand loyalty, customer attitude, and service quality received average scores of 2.94, 2.89, and 2.86 respectively, which fall into the moderate category. These findings suggest that while customers are generally satisfied and have a positive tendency toward the brand, there is still room for improvement, especially in enhancing service aspects and strengthening customer loyalty. This study is expected to provide insights for management in developing marketing strategies and improving service quality to reinforce the brand's position in the competitive local fast-food industry.

Keywords: brand loyalty, customer attitude, service quality, brand trust