ABSTRACT

This study aims to determine whether food quality and perceived price fairness will affect customer satisfaction and customer loyalty in restaurant industry. Furthermore, whether food quality and perceived price fairness can influence customer satisfaction and customer loyalty in restaurant industry. The samples collected in this study were 175 samples, but only 129 samples were valid, using the online questionnaire method. The data is processed using Smart PLS software. The results of this study prove that food quality and perceived price fairness affects customer satisfaction and customer loyalty.

Keywords: *Food Quality, Perceived Price Fairness, Customer Satisfaction, Customer Loyalty, Smart PLS*