

THE EFFECT OF PROMOTION, BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER LOYALTY AT KENTUCKY FRIED'S FAST FOOD RESTAURANT CHICKEN (KFC) IN LHOKSEUMAWE CITY

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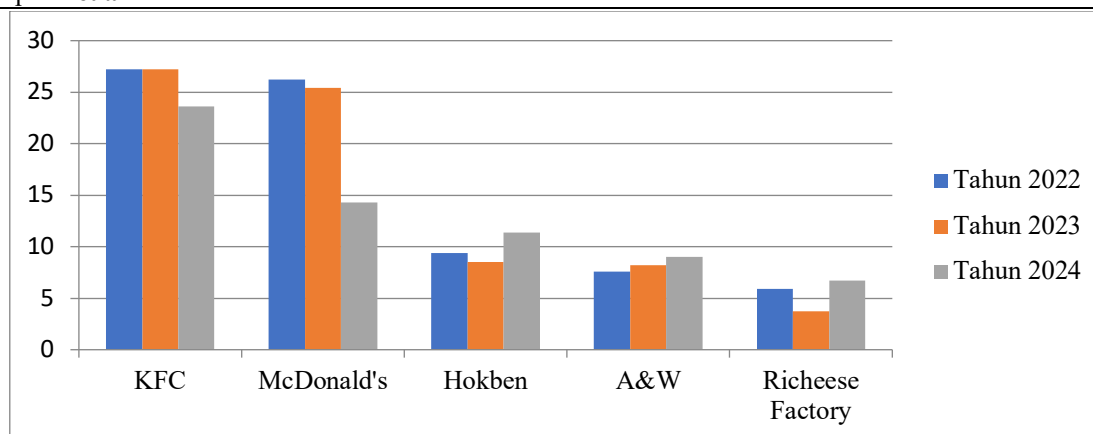
Abstract

This study aims to analyze the effect of Promotion, Brand Image, and Service Quality on Customer Loyalty at Kentucky Fried Chicken (KFC) fast-food restaurant in Lhokseumawe City. Customer loyalty is an important factor in maintaining business sustainability amid increasingly intense competition in the fast-food industry. Companies are required to implement effective marketing strategies and provide high-quality services in order to retain customers and enhance competitiveness. This research employed a quantitative approach using a survey method. The population of this study consisted of KFC customers in Lhokseumawe City. The sample comprised 120 respondents selected through purposive sampling, with the criterion that respondents had made purchases more than once. Data were collected through questionnaires developed based on the indicators of each research variable. The data were then analyzed using multiple linear regression analysis with the assistance of SPSS software. The results show that partially, service quality has a positive and significant effect on customer loyalty. This indicates that better service quality leads to higher customer loyalty. Meanwhile, promotion and brand image do not have a significant effect on customer loyalty in Lhokseumawe City. Simultaneously, promotion, brand image, and service quality collectively influence customer loyalty. The findings of this study are expected to provide valuable insights for KFC management in formulating more effective marketing strategies to improve customer loyalty.

Keywords: *promotion, brand image, service quality, consumer loyalty.*

INTRODUCTION

In an increasingly competitive business world, both locally and internationally, companies must change the way they launch products, maintain quality, compete with competitors, and attract customers. One sector of the food industry that is experiencing significant growth, both in Indonesia and globally, is the fast-food restaurant business. Due to the fast-paced modern lifestyle, the demand for practical and easily accessible food is increasing. This condition presents a great opportunity for entrepreneurs to develop culinary businesses, especially fast food. In recent years, the fast-food restaurant industry in Indonesia has undergone a significant transformation. This business has grown significantly as a result of urban lifestyles that increasingly emphasize convenience, speed, and ease of access to food. Furthermore, the emergence of various fast-food brands from international and local brands has intensified competition in the industry. Businesses today are not just focused on products; they also strive to improve service quality, strengthen brand image, and implement innovative promotional strategies to attract and retain customers. Fast-food restaurants like Kentucky Fried Chicken (KFC) must adapt to these trends and utilize digital technology to strengthen long-term customer relationships.



Source: <https://www.topbrand-award.com/>

Figure 1.1 Brand Award Index for Fast Food Restaurants in the Last 3 Years

According to Top Brand Index (TBI) data from the Top Brand Award, in the last three years (2022–2024), brands such as KFC and McDonald's have continued to dominate the top positions in the fast food restaurant category. KFC consistently ranked first with a TBI of 27.2% in 2022 and 2023, although it decreased to 23.6% in 2024. McDonald's also showed a downward trend from 26.2% in 2022 to only 14.3% in 2024. On the other hand, local brands such as Hokben (Hoka-Hoka Bento) showed a positive trend, increasing from 9.4% in 2022 to 11.4% in 2024. Other brands such as A&W and Richeese Factory also consistently ranked in the top five, although experiencing fluctuations in index values. This phenomenon shows that consumer preferences for fast food restaurant brands are not entirely static. Consumer loyalty can change with product innovation, marketing strategies, store expansion, service quality, and public brand image. Therefore, understanding the factors that influence brand equity, brand image, and consumer preferences is crucial in facing the increasingly fierce competition in this industry.

Amidst increasingly fierce competition in the fast-food industry, maintaining customer loyalty has become a strategic challenge for every business, including Kentucky Fried Chicken (KFC). Today, with a wealth of choices and access to information, customer loyalty hinges on the overall customer experience, not just habits or location. According to Oliver (2020), customer loyalty is a strong commitment to repurchase a product or service, formed through repeated satisfaction and evaluation of the perceived value and quality. Customer loyalty is not only reflected in repeat product purchases but also in a willingness to recommend the brand to others, even when faced with competitors. Because they have created emotional trust and attachment to the brand, loyal customers also tend to be tolerant of minor flaws in goods or services because they have developed trust and emotional attachment to the brand. (Kotler & Keller, 2022), states that for companies, the presence of loyal customers is a valuable asset because they tend to have a higher lifetime value, provide free promotion through word-of-mouth, and are a primary defense against competitors. However, cultivating and maintaining customer loyalty is no easy task. Service quality, brand perception (brand image), and consistent and relevant promotional strategies significantly influence loyalty formation. As stated by (Zeithaml et al., 2021), a positive and consistent customer experience is the foundation for building long-term relationships with customers. In the case of KFC Lhokseumawe, having a good understanding of local customer behavior, preferences, and reactions to services and promotions is crucial in developing strategies to increase customer loyalty.

Promotion is a marketing tool frequently used to attract customers and increase sales. Businesses often use promotions to attract customers and increase sales. According to (Kotler & Keller, 2022), Promotion is a crucial component of the marketing mix, serving to change how customers perceive products and influence their purchasing decisions. However, in practice, promotional strategies are not always effective. In fact, they often elicit negative responses from consumers. This is in line with research (Yuliana & Nugroho, 2021). found that excessively frequent promotions can have a negative impact, as consumers are only attracted to products when they are discounted, rather than based on the product's quality. In contrast, research (Haryanto & Sari, 2021) found that promotions have a positive influence on purchasing decisions, but **they do not significantly impact customer loyalty** because consumers tend to buy only when there is a promotion without long-term commitment. As a result, the loyalty formed is transactional and unsustainable. One common phenomenon in promotional implementation is inconsistency between branches. Many customers in areas like Lhokseumawe complain that national discounts offered online are not accessible at local stores. The perception of unfairness created by this inconsistency lowers customer satisfaction levels. According to (Zeithaml et al., 2021), marketing strategies must be tailored to local market characteristics and needs to be accepted and have a positive impact. Furthermore, promotions that are only available through digital

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applications or online platforms will not be sufficient to reach the entire market, especially for customers new to digital technology. Access to promotional information is limited due to reliance on these digital platforms, especially in areas with limited technological infrastructure. On the other hand, excessively frequent promotions also carry their own risks. According to research by (Setyawan & Wijaya, 2023), Continuous promotions can lower consumer perceptions of product value because customers tend to associate the product with the discounted price rather than its quality. This results in a weakened brand reputation, and the loyalty created is only temporary because it relies solely on price incentives and does not rely on long-term relationships. (Oliver, 2020). Promotions offered with unclear or hidden terms, such as those only valid during certain hours, on specific menus, or at specific locations, can lead to disappointment and reduce customer loyalty. (Lovelock & Wirtz, 2022) emphasize that customer loyalty is strongly influenced by actual experiences and perceptions of the honesty and clarity of the company's services.

To address the issues of inconsistent promotions, digital exclusion, and a diminished brand image, KFC has taken several strategic steps to address these issues. These include implementing nationally integrated promotions with more transparent information, delegating local promotion authority to branches, utilizing more promotional media, enhancing value-based loyalty programs, and improving customer service and digital communications. However, issues of equal access and promotional success in certain regions still need to be addressed. Beyond promotional factors, brand image influences customer perceptions and behavior. A strong brand image is a strategic asset that can increase company value, maintain customer loyalty, and build profitable long-term relationships. This is consistent with research (Fadila & Hidayat, 2021), which shows that brand image has a significant influence on customer loyalty, both directly and indirectly through satisfaction. This contrasts with research (Susanto & Rahman, 2020). found that, although brand reputation is very important in the fast food industry, customer satisfaction and service quality are more important than brand reputation, but the effect of brand reputation on loyalty is not statistically significant. According to Keller (2022), brand image is formed from Customer perceptions of a brand based on the associations attached to it, which can be obtained from the customer's personal experience or marketing communications carried out by the company. Building a positive brand image can provide a competitive advantage because customers tend to be more trusting and loyal to brands they consider relevant and credible.

However, in real life, brand reputation can be affected by a number of external factors, one of which is customer boycotts. In Indonesia, a KFC boycott emerged due to accusations that the business was affiliated with organizations or policies that conflicted with religious and social values. This phenomenon demonstrates the importance of carefully managing brand reputation, especially in a multicultural country like Indonesia. Public trust can turn into rejection if a business fails to address local social, cultural, and value issues. Therefore, public trust can quickly turn into rejection. As explained in research (Putri & Suryana, 2021). emphasized that brand reputation crises caused by political or social issues impact customer purchase intentions and loyalty, particularly in the food and beverage industry. However, KFC Indonesia, through PT Fast Food Indonesia Tbk, responded to the boycott with an official statement emphasizing the company's neutral stance and denying any involvement in political issues or international conflicts. This communication reached the public through press releases, official social media, and mass media.

Besides promotion and brand image, service quality is a key factor influencing customer loyalty. In the fast food restaurant industry, service quality is a key factor influencing customer loyalty, along with promotion and brand image. Consumers in an increasingly competitive business environment pay attention not only to price and food quality, but also to how the service is delivered. A study (Suryani & Meilani, 2021) found that factors such as service speed, staff friendliness, and restaurant cleanliness influence customer loyalty through satisfaction. However, another study (Prasetyo & Lestari, 2021) found that even if service quality is perceived as good by customers, it does not guarantee loyalty if customer expectations are higher than their perceptions. Service speed, staff friendliness, order accuracy, restaurant cleanliness, and comfort are some examples of service quality (Lovelock & Wirtz, 2022).

A search of customer reviews on Google Maps at several KFC branches in the Lhokseumawe area revealed a number of recurring complaints. Long wait times, long lines, limited staff, and inefficient service systems are all issues inconsistent with the concept of a fast-food restaurant. Furthermore, some customers complained about unfriendly staff, including lack of greetings, uncommunicative responses, and a lack of concern for customer service, which makes them feel unappreciated. Inconsistencies in the type, quantity, and completeness of orders are also a problem. This typically occurs due to lack of coordination and inattention from staff during the ordering and serving process. Overall, these issues indicate weaknesses in operations and service that can lower customer satisfaction levels. This shows that KFC's service on the ground does not meet customer expectations worldwide (Google Maps Review, 2025). According to Zeithaml et al. (2020), poor service can lead to customer dissatisfaction, which in turn harms brand reputation and customer loyalty. Dissatisfied customers are less likely to make repeat purchases and even tell others about their bad experience. This is reinforced by research conducted by Suryani & Meilani (2021),

which shows that service quality has a significant influence on customer loyalty to fast food restaurants in Indonesia. When service quality is poor, it directly impacts customer loyalty.

LITERATURE REVIEW

The Influence of Promotion on Customer Loyalty

Promotion is a key component of the marketing mix, aiming to convey information, influence, and remind consumers about the products or services offered by a company. According to Kotler & Keller (2022), promotion is a communication activity undertaken by companies to highlight product advantages and encourage consumer purchasing interest. Effective and sustainable promotion can create positive brand experiences, ultimately contributing to customer loyalty. Similarly, research by Sari & Pratama (2024) entitled "The Effect of Promotion, Product Quality, and Brand Image on Customer Loyalty" demonstrates that promotion has a positive and significant impact on loyalty. Programs such as discounts and cashback programs have been shown to encourage consumers to make repeat purchases. Customer loyalty itself is defined as a consumer's tendency to continually repurchase a product or brand due to a sense of satisfaction, trust, and emotional attachment (Griffin, 2021). Regarding promotions, consumers who consistently receive interesting, relevant, and value-added promotional information will feel cared for, strengthening their brand bond. Appropriate promotional strategies, such as discounts, membership programs, vouchers, creative advertising, and digital marketing, can strengthen the emotional bond between customers and brands, which in turn increases loyalty.

According to Tjiptono (2020), appropriate promotional design can strengthen positive customer perceptions and encourage repeat purchases. Findings from Wahyuni & Sari (2023) indicate that in the fast food industry, promotions in the form of vouchers and bundled packages are effective in increasing customer loyalty. This is further supported by Devi et al.'s (2023) study of Kentucky Fried Chicken customers in Probolinggo, which found that promotions significantly contribute to loyalty building through attractive offers and effective advertising. Furthermore, Utami and Nugroho (2022) found that the frequency and variety of well-designed promotions can increase consumer loyalty to retail brands. Thus, promotions serve not only as a short-term purchasing stimulus but also as a strategy for building long-term relationships with customers. Consistent promotions that align with consumer preferences will strengthen their loyalty to the brand. Referring to these various opinions and findings, it can be concluded that promotions play a crucial role in building customer loyalty. Therefore, in the context of this research conducted at the KFC fast-food restaurant in Lhokseumawe, it is assumed that:

H1: There is a significant influence between promotion and customer loyalty at KFC fast food restaurants in Lhokseumawe.

The Influence of Brand Image on Customer Loyalty

Brand image is the assessment formed in consumers' minds of a brand through personal experiences, exposure to information, and interactions with the products or services offered. According to (Keller, 2020), brand image is built by the strength, level of liking, and uniqueness of brand associations stored in consumers' memories, which develop through direct experiences, marketing communication activities, and word-of-mouth recommendations. Positive associations such as reliability, quality, and prestige will strengthen customers' emotional attachment to the brand. This is supported by research (Permata et al., 2024) regarding the influence of brand image, price, and product quality on customer loyalty at Kentucky Fried Chicken (KFC), which shows that brand image has a positive effect on customer loyalty.

According to Putri & Santoso (2023), brand image reflects not only repeat purchase behavior but also a commitment not to switch to competing brands and a willingness to recommend the brand to others. In this context, brand image plays a central role in building consumer trust and preference. When a brand is perceived positively, for example, as modern, trustworthy, and high-quality, customers are more likely to remain loyal. Conversely, negative brand perceptions can reduce loyalty by decreasing trust in the value offered. Findings from Devi et al., 2023, conducted in a study of KFC customers in Probolinggo, also demonstrated that brand image has a positive and significant impact on customer loyalty.

Furthermore, (Rahman & Putri, 2022) stated that brand image is a key determinant in shaping customer loyalty in the retail sector. The study confirmed that a positive brand perception increases the likelihood of customers continuing to use and recommend the brand. This is in line with research by (Tjiptono, 2020), which explains that a strong brand image can create clear differentiation from competitors while building long-term loyalty. Therefore, companies need to maintain consistency in building brand image through improving product quality, effective marketing communications, and creating positive customer experiences. Conceptually, the relationship between

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brand image and customer loyalty can occur directly or indirectly; the stronger the brand image in the eyes of customers, the greater the likelihood of their loyalty to that brand's products.

Based on these various opinions and findings, it can be concluded that brand image plays a significant role in building customer loyalty. Therefore, in the context of this research, conducted at the KFC fast-food restaurant in Lhokseumawe, it is assumed that:

H2: There is a significant influence between brand image and customer loyalty at KFC fast food restaurants in Lhokseumawe.

The Influence of Service Quality on Customer Loyalty

Service quality is the primary determinant in building satisfaction and maintaining customer loyalty. Superior service levels—characterized by reliability, responsiveness, and empathy—have been shown to significantly influence loyalty, as customers who perceive optimal service are more likely to stay and are less likely to switch to competitors. Findings from Devi et al., 2023, in a study on the influence of brand image, promotion, and service quality on customer loyalty at Kentucky Fried Chicken in Probolinggo, demonstrate that service quality influences customer loyalty.

Consumer loyalty is reflected in repeat purchase intentions, unwillingness to switch to other brands, and willingness to recommend to others (Sari et al., 2022). In the context of fast food restaurants like KFC, fast, friendly, and consistent service significantly determines the customer's consumption experience. When customers perceive satisfactory service, they tend to develop an emotional attachment and trust in the brand, thus remaining loyal customers. This is in line with research by Sarboini et al. (2022) on the influence of product quality and service quality on KFC customer loyalty in Banda Aceh, which concluded that service quality has a significant influence on loyalty.

According to (Kotler & Keller, 2016), high-quality service can create added value, strengthen trust, and build long-term relationships between companies and customers. Conversely, unsatisfactory service can lead to disappointment and encourage customers to switch to competitors. Therefore, service quality plays a strategic role in determining customer loyalty. The better the quality of service provided, the greater the chance of customers remaining loyal to a brand, even amidst increasingly competitive markets.

Based on these various opinions and findings, it can be concluded that service quality plays a crucial role in building customer loyalty. Therefore, in the context of this research, conducted at the KFC fast-food restaurant in Lhokseumawe, it is assumed that:

H3: There is a significant influence between service quality and customer loyalty at KFC fast food restaurants in Lhokseumawe.

Conceptual Framework

The conceptual framework describes the relationship between the variables studied. In this study, the variables used include promotion (X1), brand image (X2), and service quality (X3) as independent variables that influence customer loyalty (Y). These three independent variables are assumed to have an influence on customer loyalty, both together and separately. In other words, the better the promotion, brand image, and service quality provided, the higher the level of customer loyalty towards KFC fast food restaurants in Lhokseumawe City. The following is the conceptual framework for the study:

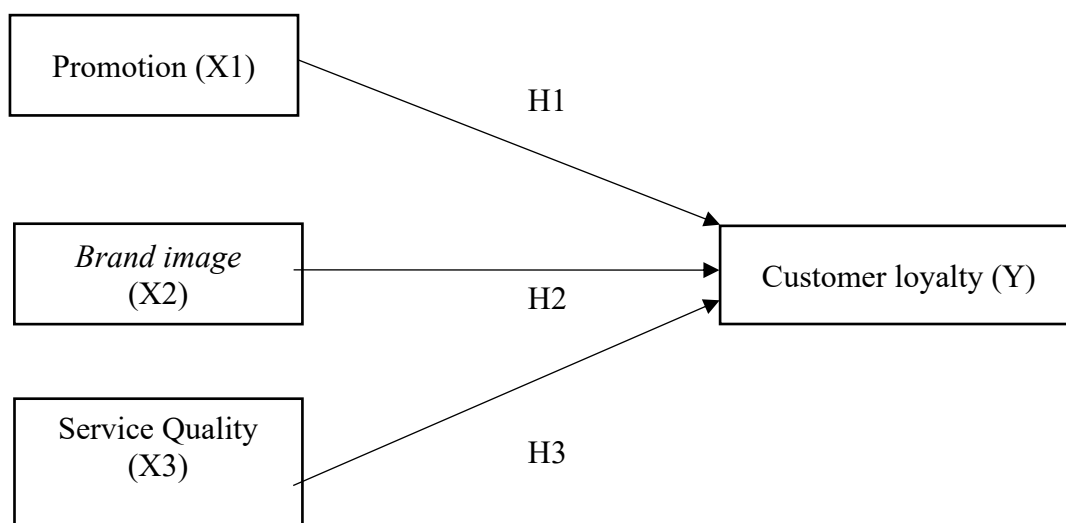


Figure 1 Conceptual Framework

Based on Figure 2.6.1 above, it shows a partial relationship between the promotion variables (X1), brand image (X2) and service quality (X3) as independent variables and the customer loyalty variable (Y) as the dependent variable. This relationship is symbolized by an arrow connecting the two types of variables.

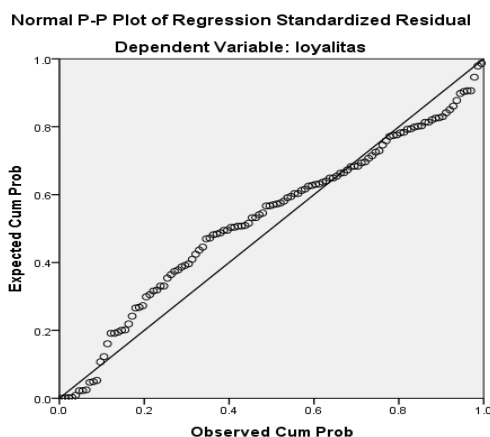
METHOD

The object of this research is promotion, brand image and service quality towards consumer loyalty at KFC Lhokseumawe. The location of this research is at the KFC fast food restaurant located in front of the Islamic Center, Jl. Merdeka No. 25, Simpang Empat, Banda Sakti District, North Aceh Regency, Aceh 24355. This location was chosen because it has a high number of visitors and is easily accessible to researchers. The population in this study is all consumers who have visited and made purchases at KFC Lhokseumawe City . In determining the number of samples, this study refers to the guidelines put forward by Hair et al. (2020), which suggest that the minimum sample size ranges from 5 to 10 times the number of indicators or measurable variables used in the research model. In this study, there are 20 indicators analyzed. Thus, the number of samples is calculated by multiplying the number of indicators by 6 times, resulting in the following calculation: $20 \times 6 = 120$. Based on these results, the number of samples in this study is 120 respondents, namely customers who have made at least three purchases at KFC in Lhokseumawe City .

RESULTS AND DISCUSSION

Normality Test

The results of the normality test using the P-Plot graph can be seen in Figure 4.2 below:



Source: SPSS output (processed 2025)

Figure 1P-Plot Normality Test

Based on Figure 2 above, it can be concluded that based on the Normal P–P Plot of Regression Standardized Residual graph , the data points are spread around the diagonal line and follow the direction of the line. This indicates that the residual data in this study is normally distributed. Thus, the regression model meets the assumption of normality.

Multicollinearity Test

Table 1 Multicollinearity Test Results

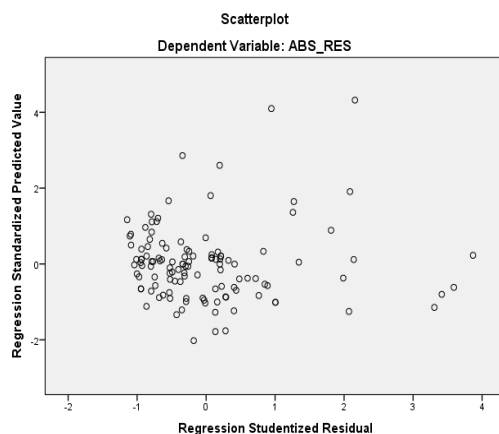
MODEL	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Promotion	.987	1,013
Brand image	.991	1,009
Quality of service	.993	1,007

A. dependent variable: customer loyalty

Source: Spss output (processed 2025)

From Table 1 above, it can be seen that the correlation between the results shows a VIF value < 10 and tolerance > 0.1 and there is no significant relationship between the independent variables and it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test



Source: SPSS output (processed 2025)

Figure 3 Scatterplot

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Based on Figure 4.2, the scatterplot results show that the points are randomly distributed both above and below the horizontal axis (X-axis), and do not form a specific pattern such as a narrowing pattern (inverted funnel) or widening (regular funnel). This random distribution of points indicates that the residual variance is constant from one observation to another.

Multiple Linear Regression Analysis

Table 2 Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	10,025	3,602	
Promotion	.180	.119	.136
Brand Image	.084	.082	.091
Quality of Service	.241	.095	.226

Source: Spss output (processed 2025)

From the table above, a multiple linear regression equation can be formed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 10.025 + 0.180X_1 + 0.084X_2 + 0.241X_3$$

Information:

Y = Customer Loyalty

X1 = Promotion

X2 = Brand Image

X3 = Service Quality

The description of the multiple linear regression equation above is as follows:

1. The constant value (a) is 10.025. This value indicates that if the independent variables, namely Promotion (X1), Brand Image (X2), and Service Quality (X3), have a constant value or are equal to zero, then the value of the dependent variable, Customer Loyalty (Y), is 10.025. This means that without the influence of these three variables, customer loyalty remains at the base number of 10.025.
2. The Promotion Coefficient (X1) is 0.180. This indicates that every one-unit increase in the Promotion variable will cause an increase in Customer Loyalty of 0.180 units. This means that the better the promotional activities carried out, the more customer loyalty tends to increase.
3. The Brand Image coefficient (X2) is 0.084. This value indicates that every one-unit increase in the Brand Image variable will increase Customer Loyalty by 0.084 units. This means that the better the brand image a company has, the more customer loyalty will increase.
4. The Service Quality Coefficient (X3) is 0.241. This value indicates that every one-unit increase in the Service Quality variable will increase Customer Loyalty by 0.241 units. This means that the better the quality of service provided, the higher the customer loyalty will be.

Results of the Determination Coefficient Test (R2)

R² Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.280 ^a	.078	.055	2,720
a. Predictors: (Constant), Promotion, Brand Image, Service Quality				
b. Dependent Variable: Loyalty				

Source: Spss output (processed 2025)

Based on Table 3 above, the correlation coefficient (R) is 0.280. This indicates a positive relationship between promotion, brand image, and service quality and customer loyalty. This means that the better the promotion, brand image, and service quality, the higher the likelihood of customer loyalty. The coefficient of determination (R²) value obtained was 0.078, which means that the promotion, brand image, and service quality variables together have the ability to explain the variations that occur in the customer loyalty variable by 7.8%, while the remaining 92.2% is influenced by other factors outside this study, such as customer satisfaction, consumer experience, trust in the brand, and other external factors.

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The Adjusted R Square value obtained was 0.055, indicating that after adjusting for the number of independent variables and samples, the promotion, brand image, and service quality variables had an influence on customer loyalty of 5.5%, while the remaining 94.5% was influenced by other factors not included in this research model.

Partial Test Results (t-Test)

In this test, partial hypothesis testing (t-test) can be seen in the following table 4:

Table 4 Partial Test Results (t-Test)

Model		T	Sig.
1	(Constant)	2,783	.006
	Promotion	1,514	.133
	Brand Image	1,019	.310
	Quality of Service	2,528	.013

Source: Spss output (processed 2025)

Table 4 above shows the t-count value of each independent variable. By looking at the predetermined criteria, $\alpha = 0.05$ t table (df) = $(n - k - 1) = (120 - 3 - 1) = 116$. Based on this description, several conclusions can be drawn as follows:

1. Relationship between Promotion and Customer Loyalty

The results of testing the Promotion variable (X1) on Customer Loyalty (Y) obtained a t- value of $1.514 < 1.658$ and a significance value of $0.133 > 0.05$. So it can be concluded that **Promotion does not have a significant effect on Customer Loyalty**. This shows that **H₁ is rejected** and **H₀ is accepted**, which means that the level of promotion has not been able to significantly influence customer loyalty.

2. The Relationship Between Brand Image and Customer Loyalty

The results of testing the Brand Image variable (X2) on Customer Loyalty obtained a t- value of $1.019 < 1.658$ and a significance value of $0.310 > 0.05$. So it can be concluded that **Brand Image does not have a significant effect on Customer Loyalty**. This shows that **H₂ is rejected** and **H₀ is accepted**, which means that brand image has not become a major factor in increasing customer loyalty.

3. The Relationship between Service Quality and Customer Loyalty

The results of testing the Service Quality variable (X3) on Customer Loyalty obtained a t- value of $2.528 > 1.658$ and a significance value of $0.013 < 0.05$. Therefore, it can be concluded that **Service Quality has a positive and significant effect on Customer Loyalty**. This indicates that **H₃ is accepted**. and **H₀ is rejected**, which means the better the quality of service provided, the higher the customer loyalty.

Simultaneous Test Results (F-Test)

Table 5 Simultaneous Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73,064	3	24,355	3,293	.023 ^b
	Residual	857,928	116	7,396		
	Total	930,992	119			

Source: Spss output (processed 2025)

Based on the results of simultaneous model testing in Table 5 above, the calculated F value was obtained at 3.293 with a significance of 0.023. Because the resulting significance value of 0.023 is smaller than $\alpha = 0.05$. Thus, it can be concluded that **H₀ is rejected** and **H₄ is accepted**. This means that the Promotion (X1), Brand Image (X2), and Service Quality (X3) variables simultaneously have a significant effect on the Customer Loyalty (Y) variable.

The Influence of Promotion on Customer Loyalty

Promotions have been shown to have no significant effect on KFC customer loyalty in Lhokseumawe. This is indicated by the calculated t- value of 1.514, which is lower than the t- table of 1.661, and a significance value of 0.133, which is greater than 0.05. Based on these results, it can be concluded that the promotion variable does not significantly influence customer loyalty, so the H₁ hypothesis is rejected. This finding indicates that the implemented

promotional strategy has not been able to provide a real impact in increasing customer loyalty. Programs such as discounts, savings packages, and social media campaigns likely only encourage purchases in the short term, but are not strong enough to build long-term commitment. In the context of fast food restaurants, customer loyalty tends to be more influenced by the experience when consuming the product, consistent taste, and convenience of facilities compared to the frequency or intensity of promotions provided. Another factor contributing to the insignificant effect of promotions on KFC customer loyalty is the tendency of consumers to be rational and price-sensitive. Consumers generally respond to promotions only for a limited period, but once the program ends, the opportunity to switch to another brand offering a more attractive price or promotion remains. Furthermore, in the fast-food restaurant industry, promotions have become common practice across almost all brands, thus no longer providing a strong differentiation factor for building long-term loyalty.

The results of this study are consistent with Kurniawan's (2020) findings, which stated that promotions do not significantly impact customer loyalty, as programs such as discounts are more effective at increasing sales in the short term than at building ongoing commitment. Similar findings were also presented by Woen (2021), who concluded that promotions have no direct impact on customer loyalty. In the context of fast food restaurants, consumers tend to prioritize consistent service quality and trust in brand image over temporary and transactional promotional incentives.

The Influence of Brand Image on Customer Loyalty

Brand image does not significantly influence customer loyalty at KFC fast food restaurants in Lhokseumawe. Based on the partial test results, the calculated t value was $1.019 < 1.661$ and a significance value of $0.310 > 0.05$. This indicates that brand image does not significantly influence customer loyalty, so H2 is rejected. These results indicate that although KFC has a widely recognized brand image as an international fast food restaurant with a good reputation, this positive perception is not necessarily enough to form customer loyalty. In practice, consumers tend to consider more functional factors such as competitive prices, comfortable places, speed of service, and menu variations that suit local tastes. Thus, customer loyalty is more determined by direct experiences rather than simply perceptions of brand strength. Furthermore, the boycott of international brands that had been growing in Indonesia also influenced some people's perceptions of the company's brand image. While some customers still view KFC as a global brand with high quality standards, others have become more selective and reduced their purchase frequency due to social and ideological considerations. This situation has the potential to undermine customer emotional loyalty, as purchasing decisions are based not only on brand image but also on the consumer's moral and social values. This finding aligns with research by Hafiza Akhyar & Austin Alexander Parhusip (2024), which states that brand image does not always significantly influence customer loyalty, especially when consumers focus more on product quality and service. Similar results were also presented by Supriyanto & Dahlan (2024), who showed that brand image has no direct effect on loyalty. This confirms that customer loyalty is more influenced by actual experiences and direct satisfaction than simply perceptions of brand image.

The Influence of Service Quality on Customer Loyalty

Service quality has a positive and significant effect on customer loyalty at KFC fast food restaurants in Lhokseumawe. Based on the partial test results, the calculated t value was $2.528 > 1.661$ and a significance value of $0.013 < 0.05$. This indicates that service quality has a significant effect on customer loyalty, so H3 is accepted. This means that the better the quality of service provided, the higher the level of customer loyalty. Fast, friendly service, and in accordance with operational standards can create a positive experience for customers, thus encouraging repeat visits. In addition, a quick response to complaints, restaurant cleanliness, order accuracy, and the polite and professional attitude of employees are important factors that strengthen satisfaction and build long-term customer loyalty.

The results of this study align with the findings of Devi et al. (2023) who stated that service quality significantly influences customer loyalty in fast food restaurants, as good service can create a sense of comfort and increase customer trust in the brand. Research by Abeykoon (2024) also shows that the responsiveness and assurance dimensions of service quality have the most dominant influence on loyalty, especially among younger customers who tend to value speed, accuracy, and friendliness in the service process. Thus, it can be concluded that in the context of the fast food restaurant industry, service quality is a key factor in building long-term relationships with customers, because the direct experience felt by consumers has a greater role than promotions or brand image perception alone.

CONCLUSION

Based on the results of data analysis and discussion in the study on "The Influence of Promotion, Brand Image, and Service Quality on Customer Loyalty of Kentucky Fried Chicken KFC Fast Food Restaurants in Lhokseumawe City", the following conclusions can be drawn:

1. **Promotion does not have a significant effect on customer loyalty.**

The results of the study indicate that promotional activities have not significantly increased customer loyalty. The calculated t -value of 1.514 is smaller than the t -table value of 1.658, with a significance value of $0.133 > 0.05$. This indicates that promotions such as discounts, savings packages, and social media campaigns are only able to encourage purchasing interest in the short term, but are not strong enough to build long-term customer loyalty.

2. **Brand Image does not have a significant effect on customer loyalty.**

Based on the partial test results, the calculated t -value was $1.019 < 1.658$ with a significance value of $0.310 > 0.05$. This means that a positive brand image does not necessarily guarantee customer loyalty. Consumers tend to consider other factors such as affordable prices, comfortable locations, quality service, and menu variations that suit local tastes rather than simply their perception of brand strength.

3. **Service quality has a positive and significant effect on customer loyalty.**

t -value of 2.528 is greater than the t -table value of 1.658, with a significance value of $0.013 < 0.05$. These results indicate that the better the quality of service provided, the higher the level of customer loyalty. Fast and friendly service, restaurant cleanliness, order accuracy, and employee ability to handle complaints have been proven to increase customer satisfaction and encourage repeat visits.

Overall, this study confirms that in the context of fast food restaurants in Lhokseumawe, customer loyalty is more influenced by the direct service experience than by promotional activities or the strength of brand image alone.

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