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# REVIEW ON CUSTOMER LOYALTY: PRICE AND SERVICE QUALITY IN THE FAST FOOD RESTAURANT

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## Abstract

The purpose of this undergraduate project is to review the effects of price and service quality on customer loyalty in the fast food restaurant. Customer loyalty becomes one of the essential aspects in determining the sustainability of business. The high competitive market in fast food sector makes the researchers believed that this study will serve as a substantial help to both academicians and marketers. The information about the price and service quality effects on customer loyalty in the fast food restaurant was collected, filtered, and gathered from the previous researches. In this process, there was a need for the research to be evaluated to ensure that the information is reliable and accurate.



Keywords: *Price, Service quality, Satisfaction, Loyalty, Fast food restaurant*