

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Local Brand, Loyal Customers: A Qualitative Study on Consumer Loyalty at Hisana Fried Chicken in 2025

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ABSTRACT

Customer loyalty in the increasingly competitive fast-food industry requires companies to focus not only on product quality but also on delivering excellent service, offering competitive pricing, and implementing effective promotional strategies. Hisana Fried Chicken, a local brand targeting lower-middle-class consumers, particularly students and workers, remains a popular choice despite facing competition from national brands and similar franchises. This study aims to identify the factors influencing customer loyalty toward Hisana Fried Chicken in 2025. The research employs a descriptive qualitative approach, utilizing data triangulation techniques that include in-depth interviews, participatory observation, and documentation. Informants consist of four individuals: two store managers and two active customers from Hisana Fried Chicken branches located in Bojongsoang and Sukabirus, Bandung. The findings reveal that customer loyalty is shaped by three key aspects: repeat purchase, long-term retention, and referrals. The main driving factors include affordable prices, consistent chicken flavor, fast and friendly service, and digital engagement through social media. These findings suggest that, in the context of a local brand, customer loyalty can be fostered not only through product excellence but also through emotional connection and a consistently positive consumer experience. This study provides valuable insights for fast-food business operators in building customer loyalty amidst intense competition and evolving consumer preferences.

Keywords: Customer Loyalty, Repeat Purchase, Retention, Referrals, Hisana Fried Chicken.

I. Introduction

Hisana Fried Chicken is a fast-food business that offers high-quality fried chicken at affordable prices, targeting the lower-middle-class segment. With quick service and signature menu items, such as crispy fried chicken and budget-friendly meal packages, Hisana has earned the nickname "the people's fried chicken." Its outlets are located in strategic areas and continue to innovate to meet consumer needs amid market competition. Human needs constantly evolve, beginning with necessities, such as food. Once these fundamental needs are met, individuals tend to shift their focus toward other priorities that they perceive as more important. In the era of globalization, producers are expected not only to provide food but also to deliver fast service and competitive prices to meet the demands of consumers, particularly those from the middle to

upper class. Furthermore, the roles of brand image, product consistency, and customer engagement strategies have become increasingly important. Businesses must create unique value propositions to ensure that every customer experience is positive and memorable. In addition, adaptation to technological advancements, such as online ordering systems, digital payment options, and social media marketing, has emerged as a crucial factor in maintaining relevance. These efforts enable companies like Hisana to attract new customers and retain loyal ones in the face of ever-changing market dynamics.



Figure 1. Theory of Human Needs

Source: <https://www.thoughtco.com/maslows-hierarchy-of-needs-4582571>

A cutting-edge catering service system offering ready-to-eat meals for all demographics has been developed in tandem with rapid technological advances. In Indonesia, the fast food and catering sector has experienced rapid growth. The proliferation of these restaurants, which often follow a franchise model, is a testament to this. The presence of an edge is crucial in the face of intense competition. Fast food providers are facing increasingly fierce competition, according to Tatang Suharta, the owner of the Hisana Fried Chicken brand. Both companies continually seek new ways to maintain smooth operations, competing in terms of performance and technological innovation. Companies that consistently deliver exceptional services and turn casual buyers into loyal customers are now ahead of the competition because this principle has long been the compass for the company's strategic direction. Location, marketing, and consumer purchasing power play a role in the unique turnover rate of Hisana-Fried chicken branches. Interview data indicate that Hisana-Fried chicken outlets can generate daily revenue ranging from 3 to 7 million rupiah, and monthly revenue from 90 to 210 million rupiah. Based on interviews conducted on November 2, 2024, the annual revenue per branch can reach Rp1.095 billion to Rp2.555 billion. Competition is becoming increasingly intense, making it difficult to distinguish between price, quality, and service at a glance, thanks to new entrants such as Rocket Chicken, D'Besto, Sabana Fried Chicken, Labbaik Chicken, and Quick Chicken. Companies struggle to retain and expand their customer base; therefore, they rely on promotional activities to attract consumers and encourage them to make purchases.

From Figure 2, it can be seen that several SMEs have businesses similar to Hisana Fried Chicken, namely, selling processed chicken products. Customer satisfaction is the primary measure of quality, and meeting customer needs is the starting and end point of every quality project. Because customer expectations of service quality are dynamic, marketers must adapt and continually improve service quality in response to these changes. Customer purchasing interests can be stimulated only by providing the quality of service that customers expect. Every company competing with you has its strengths and weaknesses. The following are the key points and areas that need improvement in comparison to Hisana-Fried Chicken's competitors. Rocket Chicken has a broad network reach, a diverse menu, and reasonable prices, but its quality varies; D'Besto has a creative menu and reasonable prices, but it has few outlets and no advertising; Although Sabana Fried Chicken's low prices and easy partnerships attract customers, its outlets still lack in terms of taste and comfort; Although its concept is halal and its prices are affordable, Labbaik Chicken is still relatively small in terms of both the number of outlets and menu variety; Despite its rapid expansion and diverse local menu, Quick Chicken still receives mixed reviews from customers.

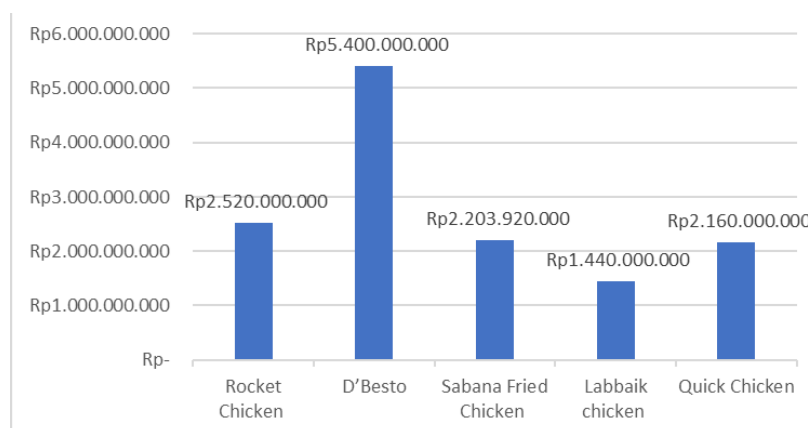


Figure 2. Competitor Companies and Annual Competitor

This has piqued the author's interest in investigating what makes Hisana Fried Chicken customers loyal. When customers consistently demonstrate positive behavior and a steadfast commitment to a brand over time, this is known as consumer loyalty (Priiansa, 2017; Maisaroh & Nurhidayati, 2021). Consistent and regular consumption reflects this loyal attitude, making the business and its products an integral part of the consumer's daily routine.

According to Sudirman et al. (2024), the Hisana Fried Chicken implements geographic, demographic, psychographic, and behavioral market segmentation by tailoring its products, prices, and promotions. Strategies, such as student discounts and family packages, can enhance satisfaction across various segments. Affordable prices, easy access, and fast service make Hisana the top choice, supported by high loyalty and effective social media promotions. According to Gultom et al. (2020) and Setiawan and Puspitadewi (2022), consumer loyalty refers to a commitment to consistently purchase products or services in the future, despite the influence of situational factors or promotions from competitors. High loyalty arises when customers are satisfied because product quality meets or exceeds their expectations. This loyalty is important for companies as it helps improve performance and maintain business continuity. According to Indrasari (2009) and Tjandra Ayu Vania Kayla (2024), five main factors determine customer satisfaction: product quality, service, emotional factors, price, and cost. Price influences consumer perceptions and decisions, whereas good products and services create satisfaction and loyalty. Other factors, such as location, store design, and promotions, also play a role in attracting and retaining customers. Customer satisfaction refers to how happy or unhappy someone is with a product after comparing its performance with expectations. Customer satisfaction refers to the positive response to an evaluation of the experience of using a product or service.

Three interviews were conducted at the Hisana Fried Chicken STT Telkom. Here is an interview with a customer who purchased on November 4, 2024.

"The food prices here are perfect for students, so you do not have to spend much money to eat here. That is what I like about HFC because the food prices are still affordable for students like me."

Another customer statement is as follows:

"In my opinion, Hisana Fried Chicken is one of my favorite choices for enjoying delicious fried chicken at affordable prices. Additionally, seasoning penetrates deeply into the meat, giving it a savory and crispy texture. The texture of the chicken skin is very crispy."

Another customer's testimony.

"In my opinion, compared to other fried chicken brands, Hisana offers prices that are very budget-friendly for me as a student. It is suitable for everyone, and in my view, the portion size is just right, not too small for the price offered."

Hisana Fried Chicken ranks highly among Indonesia's fast food chains. Consistent long-term purchases and a positive attitude toward recommending a product to others are signs of customer loyalty. Various factors, including brand image, service quality, and customer satisfaction, influence loyalty. While many consumers enjoy the taste, it is not the only reason they continue to return. Researchers are interested in further investigating the factors that influence customer loyalty in relation to customer satisfaction.

Based on the above phenomenon, this study examines in depth the factors that influence consumer loyalty to Hisana-Fried chicken, including price, product quality, service quality, customer experience, and customer satisfaction, as well as how these factors can support the company in facing market competition and retaining its customers. Customer loyalty has a very significant strategic contribution in the context of marketing, especially in the highly competitive fast-food industry, such as Hisana Fried Chicken. The findings of this study provide direct insights from Hisana customers and management regarding the key factors that influence loyalty, namely affordable prices, consistent taste, fast and friendly services, and active digital promotions. The connection between these findings and marketing strategies is powerful. For example, a store manager stated that.

"We regularly promote our products through social media and maintain quality and service so that customers will return to purchase again."

Meanwhile, customers also expressed that overall positive experiences encouraged repeat purchases, as stated by Rendi:

"I often repurchase products from Hisana because their taste has a unique characteristic that I do not find in other fried chicken brands."

The above interview results reinforce the argument that the success of marketing strategies does not solely depend on price and product but also on emotional experiences and the relationships built between the brand and customers. Marketing strategies that emphasize digital promotions, service quality, and menu innovation have been proven to contribute to customer loyalty. Furthermore, on an industrial scale, the implications of these findings underscore the importance of personalized services and active communication with customers, particularly through social media. This is relevant in the digital age, where online customer engagement can influence purchasing decisions and shape brand perceptions more broadly. Thus, this study not only contributes to understanding the factors influencing customer loyalty at Hisana but also provides insights into marketing practices that other food businesses can adopt to retain and expand their customer base sustainably.

II. Literature Review and Hypothesis Development

2.1. Marketing

According to Laksana (2019), in Ramadhan (2023), marketing is a process of interaction between sellers and buyers to facilitate the exchange of products. This process not only involves buying and selling activities but also a series of activities aimed at introducing products to consumers on a wide scale. Marketing activities are not limited to specific locations, but can be conducted in various places, both directly and through intermediary media. This underscores that marketing is a dynamic activity that can adapt to time, including the use of technology and digital media as a means of interaction between sellers and buyers.

According to Tamba John Stanton in Fauzi et al. (2022:243) and Nurjanah (2023), marketing is a series of systematic business activities designed to plan, price, promote, and distribute products to consumers. The primary objective of these activities is to meet the company's needs and desires while fulfilling its customers' expectations. A well-planned process, appropriate pricing, effective promotion, and well-organized distribution are key factors in ensuring that products can reach their target market optimally. This definition emphasizes that marketing is not merely about selling goods, but also about creating added value for consumers and strengthening the company's market position.

According to Tjiptono and Diana (2023), in Khairunisa (2024), marketing is a process that involves the creation, distribution, promotion, and pricing of products, services, and ideas to support exchanges that satisfy customers while building and maintaining good relationships with various stakeholders in an ever-changing environment. Based on these three opinions, marketing can be summarized as a series of activities that include planning, creation, pricing, promotion, and distribution of products or services. Marketing not only focuses on transactions between sellers and buyers but also involves efforts to meet consumer needs, create good relationships with various stakeholders, and adapt to environmental changes. The essence of marketing is to foster effective interactions between producers and consumers, introducing products, facilitating satisfying exchanges, and achieving business objectives.

2.2. Marketing Management

According to Kotler and Keller (2021) and Aliyah (2024), marketing management is a combination of art and science, involving the selection of the right target market and the creation and delivery of superior value through building and maintaining good relationships with customers. In practice, marketing management not only emphasizes technical aspects, such as market analysis and pricing strategies, but also involves creativity in designing marketing programs that are attractive and relevant to consumers. The success of marketing management is highly dependent on a company's ability to develop effective strategies and create value that meets and exceeds customer expectations. As a result, marketing management is key to winning competitions and maintaining a strong market position.

According to Kotler and Keller (2021), Winantya (2024) explains that marketing management is a combination of art and science that involves selecting target markets and acquiring, retaining, and developing customers through the process of creating, delivering, and communicating superior customer value. This definition emphasizes that marketing management encompasses the entire process, from identifying consumer needs and desires, designing appropriate products or services, communicating their benefits effectively, and ensuring that customers are satisfied and loyal to the brand. The optimal implementation of marketing management requires a deep understanding of consumer behavior, market conditions, and technological developments, which can be leveraged to strengthen customer relationships. According to Sudarsono (2022) and Winantya (2024), marketing management is the process of planning and implementing (which includes organizing, directing, and coordinating) marketing activities within a company to achieve organizational goals efficiently and effectively. In marketing management, there are analysis stages aimed at identifying the market and environmental conditions that enable the assessment of potential market share and measuring the level of risk faced.

Based on the three opinions above, marketing management can be concluded as a combination of art and science in selecting target markets as well as strategies for acquiring, retaining, and developing customers through the creation, delivery, and communication of superior value. Marketing management encompasses strategic processes that involve planning, organizing, directing, and coordinating marketing activities to achieve organizational goals efficiently and effectively. Additionally, market and environmental analyses are crucial for identifying opportunities, assessing market potential, and measuring risks that may be encountered. The success of marketing management depends on its ability to create superior customer value and execute integrated strategies.

2.3. Marketing Mix

A marketing mix is a set of marketing tools used by companies to achieve their business objectives. This concept encompasses four main elements: the 4Ps, which are product, price, promotion, and place (distribution). These four elements play important and interrelated roles in determining the success of a marketing strategy. The product element encompasses everything related to the goods or services offered to the market, including quality, design, features, brand, and after-sales services. Price reflects the value that consumers must pay to obtain the product, and its determination must consider purchasing power, perceived value, and competitor strategies. Promotion involves a company's efforts to communicate with and influence consumers through various media, such as advertising, sales promotions, public relations, personal selling, and digital marketing. Place or distribution refers to the channels and locations used to ensure that the product is available to consumers at the right time and in the right place. The primary objective of implementing a marketing mix is to elicit a positive response from the target market, whether in the form of increased brand awareness, purchase interest, or customer loyalty. By managing these four elements in an integrated and strategic manner, companies can meet consumer needs and desires while enhancing their competitiveness in the market (Haryanto, Mozes et al., 2022).

2.4. Customer Satisfaction

According to Tjiptono (2000) and Ilham (2024), customer satisfaction is determined by the difference between the expectations and the performance of the product received. Customer expectations are shaped by various factors, including previous experiences with a product or service, opinions and recommendations from others, and information obtained through media or advertising. If a product's performance meets or exceeds expectations, customers are likely to feel satisfied. Therefore, companies need to provide quality services, maintain consistent product quality, and pay comprehensive attention to customers' needs. This approach makes customers feel valued and ultimately increases their loyalty to the company. Customer satisfaction is an assessment made by customers of a product or service based on the extent to which the product or service meets their needs and expectations (Zeithaml, 2003) in (Febriatu & Hadita, 2023). Thus, it can be concluded that if customers are satisfied with the products or services provided by a company, they are likely to continue purchasing products or using services on an ongoing basis.

2.5. Customer Loyalty

According to Kotler and Keller (2012), loyalty refers to a firm commitment from consumers to continue purchasing or using specific products or services in the future (Hantika et al., 2023). This commitment remains intact despite various situational factors or marketing strategies from competitors that could potentially influence their decisions to switch to other products. This shows that loyalty is not just a matter of repeat purchases, but also reflects consumers' emotional attachment and trust in a brand or company.

According to Septiana and Nosita (2020), loyalty to a product, whether it be a good or service, is both the result and continuation of customer satisfaction after using the services or facilities provided by the company. This means that satisfaction is the primary foundation for loyalty; when customers consistently feel satisfied, they tend to maintain their relationship with the company, make repeat purchases, and even become active brand advocates who recommend the product to others. Therefore, loyalty can be viewed as a crucial asset that yields long-term benefits, enhances competitiveness, and fortifies a company's market position. Based on previous research by Aryani (2023) and Alfitra (2024), loyalty can be observed through consumer behavior, such as routine purchases, which are influenced by the decision-making unit. Customer loyalty plays a crucial role in companies, as it is a significant factor in attracting and retaining customers. However, building customer loyalty is not an instant process but requires several stages, from identifying potential customers to establishing solid partnership relationships.

From the above definition, it can be concluded that customer loyalty is a strong commitment from consumers to continue purchasing or using a specific product or service, despite factors that may influence them, such as market conditions or competitors' marketing efforts. Customer loyalty can be observed through consumer behavior, such as repeat purchases, frequent purchasing patterns, and sharing personal experiences with others (via referrals). Customer loyalty plays an important role in business, as it is a key factor in attracting and retaining customers. Building customer loyalty requires a lengthy process, starting from identifying potential customers to establishing strong partnership relationships.

III. Research Method

The purpose of qualitative research methods, as stated by Bogdan and Tailor (2020), is to collect descriptive information about people or their actions through interviews or written reports. Researchers have relied on qualitative methods to collect accurate data. In this approach, researchers act as interviewers and ask informants a series of questions to obtain necessary data. Additionally, historical data on the entity or organization being studied must be collected as part of the data collection process. The researchers in this study employed a descriptive qualitative approach, which involved providing detailed descriptions of various aspects using words and language based on qualitative data. Therefore, a descriptive qualitative approach was used in this study. A descriptive, qualitative approach was used in this study. Because it is conducted in an authentic setting, the qualitative research method is often referred to as the naturalistic method (Uno, 2020). The postpositivist theory supports this approach, which uses researchers as the main instrument for studying research objects in their natural environment. Rather than drawing broad conclusions, qualitative research seeks to understand its meaning.

3.1. Research Stages

The pre-research stages implemented by the author in this study were as follows.

1. Selection of research object.
2. Development of the research design.
3. Obtaining permits.
4. Assessment of Field Conditions.
5. Selecting informants.
6. Preparation of the research equipment.

At this stage, the author conducted observations and searched for information regarding the research object. The author obtained this information by directly visiting relevant companies.

The field stages were as follows.

1. Preparing and understanding the research background.
2. Entering the field.
3. Collecting data from informants.

At this stage, the author visited and observed the location directly. At this stage, the author conducted interviews with customers and documented the information to obtain valid data.

The data processing stages were as follows.

1. Data reduction.
2. Data presentation.
3. Concluding.

At this stage, the researcher analyzed the data obtained from informants and documentation from the previous stage. In this research, data analysis was conducted to draw initial conclusions and reduce the data, allowing the researcher to conclude the field research process.

3.2. Population And Sample

3.2.1. Population

According to Sugiyono (2019) and Ulian (2021), a population is a generalization area that encompasses objects or subjects with a specific number and characteristics, as determined by the researcher, which serve as the focus of the study to be concluded. Population is a crucial element in research because it serves as the primary source of data representing the phenomenon being studied. To produce valid findings, researchers must select objects and topics with characteristics that align with the research objectives. In this context, a population refers to a group of individuals or entities that share similar characteristics and serve as a relevant source of data for analysis and interpretation. In this study, the selected population was Hisana-Fried chicken customers. These customers are considered to have characteristics relevant to the analysis of behavior patterns or other aspects related to the research object. The selection of this population aimed to obtain representative data that supported the research conclusions.

3.2.2. Sample

According to Sugiyono (2017) and Sanny and Dewi (2020), a sample is a small portion of the population that represents a specific number and set of characteristics. This sample was used in research to facilitate analysis without requiring the involvement of the entire population. In qualitative research, sample selection uses a different approach than quantitative methods. Emphasis is placed on the diversity of perspectives and experiences of the individuals involved, allowing researchers to explore in-depth information about aspects that cannot be directly measured through numerical or statistical means. This approach enables the exploration of psychological factors, customer perceptions, and communication dynamics that contribute to consumer loyalty. Through in-depth interviews and direct observations of the sample, researchers can gain a deeper understanding of how consumer behavior, views, and experiences influence their decisions to remain loyal to a particular product or service. Consumer loyalty has a significant impact on sales growth and business sustainability. The qualitative approach also adds value by revealing contexts, emotions, and nuances that are often not detected in quantitative analysis. This provides more comprehensive insights, enabling researchers to generate more relevant and strategic recommendations for future product and service development.

3.3. Data Collection Techniques

3.3.1. In-depth interviews

Conduct interviews with Hisana-Fried chicken customers to obtain in-depth information about their experiences, reasons for loyalty, and factors that influence their decision to return.

3.3.2. Participatory observation

Observe customer behavior directly at Hisana Fried Chicken locations, including their interactions with staff, the restaurant atmosphere, and purchasing patterns.

3.3.3. Documentation

Documentation involves collecting data through notes and reviewing documents at the research location, as well as other relevant sources related to the research subject.

3.4. Data Analysis Techniques

After obtaining the data from the research results, the next stage involved processing the data through analysis, interpretation, and decision-making. According to Sugiyono (Zulfirman Rony, 2022), data analysis is the process of systematically collecting and organizing data sourced from interviews, field notes, or other documents so that the data can be more easily understood and communicated to others. This analysis process includes organizing the data, grouping them into specific categories, identifying patterns, selecting relevant information, and drawing conclusions that are accountable and communicable. Furthermore, Sugiyono (Zulfirman Rony, 2022) stated that data analysis in qualitative research is an ongoing process, both during the data collection process and after the data have been collected over a specified period. During the interview process, the researcher directly analyzed each response given by the respondent. If the responses received were deemed insufficient, the researcher continued with follow-up questions until valid information was obtained. The stages in this data analysis include data collection, data reduction, data presentation, and drawing and testing conclusions, which is known as the Miles and Huberman data analysis model.

3.4.1. Data Collection

Data collection is a core activity of every research process. In qualitative research, data are collected through observations, in-depth interviews, documentation, or a combination of all three. This process typically takes a considerable amount of time, ranging from several days to several months, and yields a substantial amount of data. In the initial stage, researchers conducted a thorough exploration of the social conditions of the research subject, where everything that is seen and heard is recorded. As a result, the data obtained were diverse and voluminous.

3.4.2. Data Reduction

The data obtained from the field are usually extensive, so they need to be recorded carefully and in detail. As explained earlier, the longer the researcher stays in the field, the more complex the data collected. Therefore, it is important to analyze the data immediately during the reduction process. Data reduction is the activity of filtering, summarizing, and selecting key information, focusing on relevant aspects, and identifying specific themes or patterns. This process helps produce a more structured overview, allowing researchers to continue the data collection process or explore existing data as necessary. Data reduction is a sensitive thinking process that requires analytical skills, broad insights, and a high level of understanding. For novice researchers, this process can be performed by discussing with colleagues or parties who have expertise in the field. Through discussion, the researcher's understanding will further develop, enabling them to refine data with significant findings and potential for theory development.

3.4.3. Data Display

In qualitative research, data can be presented in various forms such as brief descriptions, diagrams, relationships between categories, flowcharts, and other visual forms. According to Miles and Huberman (Zulfirman Rony, 2022), such a data presentation will help researchers understand the issues being studied.

3.4.4. Conclusion Drawing/Verification

The fourth step in qualitative data analysis, according to Miles and Huberman (Zulfirman Rony, 2022), is conclusion drawing and verification. The conclusions drawn at the initial stage are still provisional and may change if there is no substantial evidence to support them in the subsequent data-collection stage. The conclusions of this study are based on data that were analyzed and obtained during the research process. At this stage, the researcher draws conclusions related to the Analysis of Factors Affecting Consumer Loyalty at Hisana Fried.

IV. Results and Discussion

4.1. Research Results

In discussing the research results, the author presents his research on Customer Loyalty Factors at Hisana Fried Chicken in 2025. Qualitative research methods and case studies were used in this study. Based on interviews with Hisana Fried Chicken employees and customers, as well as observations and documentation, the following data were obtained:

4.2. Informant Description

To obtain information about Customer Loyalty Factors at Hisana Fried Chicken, informants and sources familiar with Hisana Fried Chicken's objectives and issues are needed so that the author can conduct research to identify these issues. The following are information or sources from Hisana-Fried Chicken:

Table 1. Informant Data

Informant Name	Position or role at Hisana Fried Chicken
Fardi rahman	Store Manager
Kholik	Store Manager
Rendi Herdiana Putra	Consumers
Abdurrahman Baasyir	Consumers

4.3. Interview Results

Based on in-depth interviews conducted by researchers with two producers (the manager of Hisana Fried Chicken) and two customers, it was found that the factors contributing to customer loyalty to Hisana Fried Chicken are:

4.3.1. Strategy to Increase Repeat Purchases

An interview with the store manager, Mr. Fardi Rahman, revealed that the primary strategy implemented by Hisana-Fried Chicken to encourage repeat purchases was to maximize promotions through social media consistently. Another key focus is maintaining the quality of taste and providing excellent service. He stated:

"We regularly promote our products through social media and maintain quality and service to encourage customers to return and purchase again."

In line with this, Mr. Kholik also emphasized the importance of combining affordable prices, consistent chicken taste, fast and friendly services, and strategically located outlets.

"We keep prices affordable and maintain consistent chicken taste, while choosing locations that are easily accessible, such as near campuses or densely populated residential areas."

4.3.2. Factors Influencing Repeat Purchase Decisions

Customer Rendi Herdiana mentioned that the unique chicken flavor was the main reason he continued to repurchase Hisana products:

"I often repurchase Hisana products because their flavor has a distinctive characteristic that I do not find in other fried chicken brands."

Meanwhile, Abdurrahman Baasyir highlighted consistent taste and professional service as the main reasons he remained loyal:

"The taste of the food and drinks served is always consistent over time, and the service is also professional."

Mr. Fardi, the store manager, added that competitive pricing and positive customer testimonials also influence repeat purchase decisions:

"The affordable pricing and testimonials from previous customers greatly help build customer trust for repeat purchases."

4.3.3. Efforts to Maintain Customer Loyalty

In maintaining long-term customer loyalty, Mr. Kholik stated that Hisana's management regularly conducts training for partners to ensure service quality, as well as introducing new menus regularly:

"We introduce new menu variations and conduct regular training to maintain service quality."

Mr. Fardi emphasized consistency in taste and maximum service at every visit:

"We maintain product quality consistency and ensure service is always at its best."

Customers, such as Rendi, also acknowledge that consistent taste and fast service make them feel comfortable.

"The service is good, fast, and friendly. The taste of the food is also consistent, never changing."

4.3.4. Challenges in Maintaining Customer Loyalty

Both Fardi and Kholik acknowledge that the main challenge in maintaining customer loyalty is the increasing level of competition in the fast-food industry.

4.3.5. Monitoring Customer Satisfaction Levels

In terms of monitoring customer satisfaction, Hisana employs various methods, including online surveys, email questionnaires, and direct feedback collection at its outlets. According to Mr. Kholik:

"We also monitor customer comments and reviews through social media and digital platforms."

This shows that management actively assesses and evaluates customer satisfaction as a basis for service improvement.

4.3.6. Product and Service Innovation

Hisanas actively innovates in terms of both products and services. Mr. Fardi mentioned that the company regularly posts engaging content on social media to maintain customer engagement.

"We post content daily to maintain interaction with customers."

Mr. Kholik added that Hisana also introduced healthier chicken variants and a digital ordering system at some outlets:

"We offer oil-free grilled chicken and a digital ordering system for greater convenience."

Rendi suggested that Hisana increase sauce variations to make them more appealing.

"If possible, add more sauce variations and introduce new flavors that become Hisana's signature."

Abdurrahman Baasyir also suggested adjusting prices when items in a package are unavailable:

"I once bought a package, but some items were unavailable, yet the price remained the same. The price should be adjusted to ensure customers feel fairly treated."

4.3.7. Strategy to Encourage Customer Recommendations

In encouraging customers to recommend products, Mr. Kholik mentioned that Hisana uses digital promotion and word-of-mouth strategies by maintaining quality and providing incentives to customers who bring referrals.

"We do digital promotion and also encourage recommendations through communities, so that customers feel more involved."

Mr. Fardi added that quality and affordable prices naturally lead customers to recommend a product:

"Customers recommend Hisana because they are satisfied with the taste, price, and service."

Customer Rendi acknowledged that he had recommended Hisana to others, mainly because of its affordable prices and delicious taste:

"I have recommended Hisana to friends and family because the prices are pocket-friendly and the taste is also delicious."

A similar sentiment was expressed by Abdurrahman as follows:

"I told others that Hisana has great taste, good service, a comfortable place, and attractive package options."

Based on in-depth interviews, it is evident that Hisana-Fried Chicken's customer loyalty is influenced by a combination of product quality, service, affordable prices, and consistent social media communication strategies. Additionally, customer feedback can serve as important evaluation material for future service development.

4.4. Observation Results

The author conducted observations to gather more comprehensive information about the research object, specifically, Hisana Fried Chicken. Observations were conducted from November 4, 2024, to April 20, 2025. The results of the observations conducted by the author are as follows:

4.4.1. Place

The author conducted observations at Hisana Fried Chicken, located in Jl. Sukabirus No. 69, Sukabirus, Dayeuhkolot District, Bandung Regency, West Java 40257, Jl. Terusan Bojongsoang No. 5. Bojongsoang, Bojongsoang District, Bandung Regency, West Java 40288.

4.4.2. Actor

The actors observed in this study were the employees and store managers of Hisana Fried Chicken, as well as the customers of Hisana Fried Chicken.

4.4.3. Activity

Based on observations at Hisana Fried Chicken over several days, there were strong indications of customer loyalty. Some customers appear to be familiar with the staff, as evidenced by warm greetings and direct mention of their names, indicating a close relationship between employees and customers. Most customers consistently order the same menu items, indicating a preference for flavors that suit their tastes. In terms of promotions, some customers were observed asking the cashier directly about value packs or the latest promotions and expressing interest in trying them. However, they continued to return their favorite menu items. Interactions between employees and customers generally occur in a friendly and efficient atmosphere. The service is provided politely and promptly, and customers respond with smiles or greetings, indicating satisfaction with the service. While waiting for orders, customers appear comfortable and do not show signs of boredom or restlessness. Some customers even engage in casual conversations while waiting, indicating that the outlet's atmosphere is conducive to repeat customers.

4.5. Documentation

The author also used documentation techniques to collect data or information for this study. Document studies complement observation and interview methods in qualitative research because research

results are more credible when supported by relevant documents. The following is the documentation obtained by the author from the research subjects themselves, namely, Hisana Fried Chicken customers.

V. Conclusion

Based on the results of research conducted through in-depth interviews with two store managers and two customers, field observations, and documentation, it can be confirmed that customer loyalty at Hisana-Fried Chicken is formed from a combination of factors: price, taste quality, service, promotions, and innovation. Affordable prices are the main factor attracting the lower-middle consumer segment, especially students and workers, thereby encouraging repeat purchases. The distinctive, consistent, and consumer-preferred taste of chicken serves as a differentiation that is difficult for competitors to replicate. In addition, friendly, fast, and professional services create a positive experience that leaves a lasting impression. Personal interactions between employees and customers, such as warm greetings and recognizing regular customers by name, strengthen emotional bonds and enhance the comfort of returning visits. Active promotional strategies on social media, particularly through creative and interactive content, help maintain customer engagement and spark interest in trying new menu items or taking advantage of the offered promotions.

Word-of-mouth (WOM) recommendations also play a significant role. Many customers voluntarily recommend Hisana to family and friends because of their satisfaction with the taste, price, and service. These recommendations serve as practical organic promotional tools, especially for students and local communities. Product and service innovations, such as introducing healthier menu options and implementing a digital ordering system, demonstrate Hisana's ability to adapt to evolving market trends and needs. The research findings also reveal that customer loyalty is not formed solely by functional factors, such as price and taste, but also by emotional factors arising from overall positive experiences. These experiences include the comfort of the location, interpersonal relationships with employees, and the perception that the Hisana brand is close to consumers' daily lives. Thus, a successful marketing strategy combines rational aspects (price, quality, service speed) and emotional aspects (closeness, feeling valued, and personal satisfaction). In the fast-food industry, intense competition necessitates maintaining customer loyalty through consistency and continuous innovation. Hisana Fried Chicken has demonstrated that the success of building loyalty lies not only in product excellence but also in the ability to build long-term relationships with customers. This approach has been proven to increase repeat purchases, strengthen retention, and encourage customers to become brand advocates. The findings of this study can serve as a reference for other fast-food businesses to develop marketing strategies that focus on comprehensive customer satisfaction. The integration of competitive pricing, consistent taste quality, excellent service, creative promotions, and continuous innovation is key to forming customer loyalty that withstands the temptation of competitors' offers.

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