

INFLUENCE OF BRAND AUTHENTICITY OF JOLLIBEE SUSANO ROAD ON CONSUMER LOYALTY AT QUEZON CITY

ABSTRACT

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This study investigated the impact of brand authenticity on consumer loyalty, focusing on Jollibee Susano Road in Quezon City. Specifically, it explores how consumers' perceptions of a brand's authenticity influence their loyalty. By examining this relationship, The research aimed to contribute to the broader discourse on brand management, social media engagement, and consumer behavior. This study used a quantitative research design to assess the influence of brand authenticity on consumer loyalty at Jollibee Susano Road, Quezon City. Survey questionnaires were distributed to 100 customers, selected through purposive sampling to ensure that participants had relevant experience with the brand. The research aimed to evaluate how brand authenticity impacts consumer loyalty, offering practical insights for Jollibee and similar food establishments. To ensure the validity and reliability of the instrument, the questionnaire underwent thorough evaluation by a research adviser, a content expert, a statistician, and a grammarian. This study reveals that the brand authenticity of Jollibee Susano Road positively influences consumer loyalty in Quezon City. The majority of respondents were aged 21–30 and visited the branch once a week, showing high engagement with the brand. Brand authenticity was found to be a crucial factor in building trust and sustaining customer loyalty. However, statistical analysis yielded a z-value of 0.15, indicating no significant difference between male and female respondents across the eight measured factors. Therefore, the null hypothesis is accepted, confirming that gender does not significantly impact perceptions of brand authenticity. The study recommends that Jollibee adopt customer feedback and strengthen its relationship with patrons to build long-term loyalty and community support. By consistently delivering high-quality food, engaging with customers, and maintaining excellent service, Jollibee can boost customer loyalty, drive sales, and expand its market presence over time.

RECOMMENDED CITATION

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