

Consumer loyalty in Indonesia's Fast-Food Industry a systematic literature review of service quality price fairness satisfaction and word of mouth in the digital era

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ABSTRACT

This study conducts a systematic literature review to synthesize and critically evaluate empirical evidence on the determinants of consumer loyalty in Indonesia's fast-food industry. Drawing on 31 peer-reviewed studies published between 2010 and 2025, the review explores the roles of service quality, price fairness, consumer satisfaction, and word-of-mouth (WOM) in shaping loyalty outcomes. Following PRISMA guidelines, relevant literature was systematically identified, screened, and appraised across major academic databases, with inclusion criteria focused on empirical research conducted in the Indonesian fast-food context. The synthesis confirms that service quality and satisfaction are consistently strong predictors of loyalty, while the effects of price fairness are more context-dependent and often mediated through value perceptions and WOM. The review identifies critical research gaps, including the insufficient integration of digital service attributes into service quality frameworks, limited modeling of WOM as a mediator and moderator, and the lack of comparative analyses between local and international brands. Future research directions are proposed, emphasizing the need for omnichannel conceptualizations, longitudinal and experimental designs, and greater attention to e-WOM and platform-mediated pricing dynamics. The findings offer actionable insights for managers and marketers in Indonesia's fast-food sector to enhance customer engagement strategies in an increasingly competitive and digitalized market.

Keywords: Systematic literature review, Consumer loyalty, Service quality, Price fairness, Word-of-mouth (WOM), Fast-food industry.

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1. INTRODUCTION

The fast-food industry has emerged as a focal point of scholarly attention in Indonesia, reflecting broader structural and behavioral shifts in one of the world's largest and most dynamic emerging markets. Indonesia, with its population surpassing 281 million and an urbanization rate of approximately 68%, is undergoing rapid economic transformation driven by rising incomes, demographic change, and digitalization (Setyaningrum et al., 2024; Zuhroh et al., 2025). As urban populations expand, consumer behaviors increasingly reflect preferences for convenience, speed, and digitally enabled services (Fahlevi, 2025). Millennials and Generation Z, as the most prominent urban cohorts, play a decisive role in shaping consumption patterns, particularly in sectors such as food and beverage, where their demand for affordable, efficient, and culturally relevant options continues to grow (Ardini et al., 2024; Fahlevi, Hasan, et al., 2023). Within this context, the fast-food segment is both a beneficiary of these trends and a site of intense competition, as global franchises and domestic brands vie for consumer loyalty (Sahir et al., 2021; Zhuang et al., 2022).

To date, research on Indonesia's fast-food industry has documented the sector's expansion, driven by the appeal of globally recognized brands such as McDonald's and KFC, alongside the resilience of domestic chains such as Solaria and Hoka Hoka Bento. Scholars have identified factors such as brand equity, standardized quality, and marketing sophistication as advantages for international brands, whereas domestic players have leveraged local tastes and perceptions of value for money to remain competitive (Husainah et al., 2023). However, while empirical studies have addressed specific dimensions of consumer behavior, findings remain fragmented, particularly regarding the mechanisms through which service quality and price fairness contribute to loyalty outcomes. To clarify and consolidate existing knowledge, this systematic literature review (SLR) synthesizes empirical evidence on the interplay between service quality, price fairness, customer satisfaction, word-of-mouth communication (WOM), and consumer loyalty in Indonesia's fast-food sector. The SLR methodology adheres to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework, ensuring transparency in article selection, appraisal, and thematic synthesis. Academic databases such as Scopus, Web of Science, and Google Scholar were systematically searched using a predefined set of keywords. Studies were then screened based on relevance, methodological rigor, and alignment with the review's objectives.

The reviewed literature consistently underscores the critical role of service quality in shaping consumer evaluations, particularly in dimensions such as responsiveness, cleanliness, and reliability, which directly enhance satisfaction and loyalty (Chamhuri & Batt, 2015; Konuk, 2019). Similarly, price fairness emerges as a salient factor, though with more equivocal effects. While some studies affirm a positive and direct association between fair pricing and satisfaction, others suggest that its influence is contingent upon perceived value and is mediated by WOM or satisfaction itself (Hanaysha, 2016; Zhong & Moon, 2020). Furthermore, the increasing prevalence of digital food delivery platforms, including GrabFood, GoFood, and ShopeeFood, has fundamentally altered consumer expectations and experiences, intensifying the need for timely service and transparent pricing (Zuhroh et al., 2024). These platforms have also amplified the impact of WOM, as digital reviews and social media recommendations exert significant influence on purchase decisions. Despite a growing corpus of empirical research, important gaps remain. First, existing studies have often focused on either global or local brands in isolation, with few comparative analyses of how brand origin moderates loyalty drivers. Second, WOM, particularly in its digital form, has received insufficient theoretical and empirical attention despite its heightened relevance in Indonesia's social-media-intensive market. Third, inconsistencies in the reported effects of price fairness indicate a need for more nuanced conceptualizations that consider mediating and moderating variables. Finally, few studies have explicitly integrated consumer behaviors across both dine-in and digital delivery channels, even though these represent complementary aspects of the contemporary fast-food experience.

This SLR contributes by systematically mapping these findings, resolving ambiguities in prior research, and proposing an integrative conceptual framework that positions service quality and price fairness as antecedents of satisfaction and WOM, which in turn mediate their effects on loyalty. In doing

so, the review emphasizes the dual-channel nature of consumption, offline and online, highlighting the evolving demands of Indonesian consumers in a digitized service environment.

2. METHODOLOGY

This study employed a systematic literature review (SLR) to synthesize and critically appraise empirical evidence on the interplay between service quality, price fairness, consumer satisfaction, word-of-mouth (WOM), and consumer loyalty in Indonesia's fast-food industry. The SLR approach was selected for its rigor in identifying, evaluating, and synthesizing dispersed knowledge across studies, making it particularly appropriate for consolidating insights from a fragmented research area. Following the guidelines of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), the review was conducted transparently and reproducibly, ensuring methodological robustness.

The review was guided by a clear research objective: to examine the extent and nature of empirical evidence regarding the drivers of loyalty in Indonesia's fast-food sector, identify patterns of findings, and reveal conceptual and methodological gaps. The search strategy targeted peer-reviewed empirical studies published between 2010 and early 2025, in either English or Bahasa Indonesia, focusing explicitly on the constructs of interest within the fast-food context. Comprehensive searches were conducted across leading academic databases, including Scopus, Web of Science, ProQuest, Emerald Insight, and Google Scholar. To construct the search queries, Boolean operators and combinations of keywords were employed, such as "service quality," "price fairness," "consumer satisfaction," "word of mouth," "consumer loyalty," "fast food," and "Indonesia." This approach maximized retrieval of relevant literature while minimizing irrelevant results.

All identified records were imported into a reference management tool, and duplicates were removed. Screening proceeded in two stages: initial screening of titles and abstracts for relevance, followed by full-text screening of potentially eligible studies against pre-defined inclusion and exclusion criteria. Inclusion criteria stipulated that studies must empirically examine at least one of the target constructs in the context of Indonesia's fast-food industry and report primary data analyses. Studies were excluded if they were conceptual in nature, conducted outside Indonesia, focused on unrelated industries, or lacked sufficient methodological detail.

After screening, a total of 31 studies met the criteria and were included in the synthesis. Each included study was subjected to quality appraisal using an adapted version of the Critical Appraisal Skills Programme (CASP) checklist, evaluating clarity of objectives, appropriateness of design, sample adequacy, validity and reliability of measures, and analytical rigor. Studies scoring below a minimum quality threshold were excluded to ensure the integrity of the synthesis. Data extraction followed a structured protocol to capture bibliographic details, study objectives, sample characteristics, theoretical frameworks, measurement models, key findings, and limitations.

The data synthesis was conducted thematically, allowing identification of patterns, divergences, and gaps across the studies. Relationships among constructs were summarized, and methodological trends, such as common research designs and analytical approaches, were noted. To complement the narrative synthesis, a PRISMA flow diagram was constructed to illustrate the review process and document the numbers of records at each stage of identification, screening, eligibility assessment, and inclusion. By adhering to this systematic and transparent methodology, the review ensures reliability and provides a strong foundation for the conclusions drawn and the research agenda proposed.

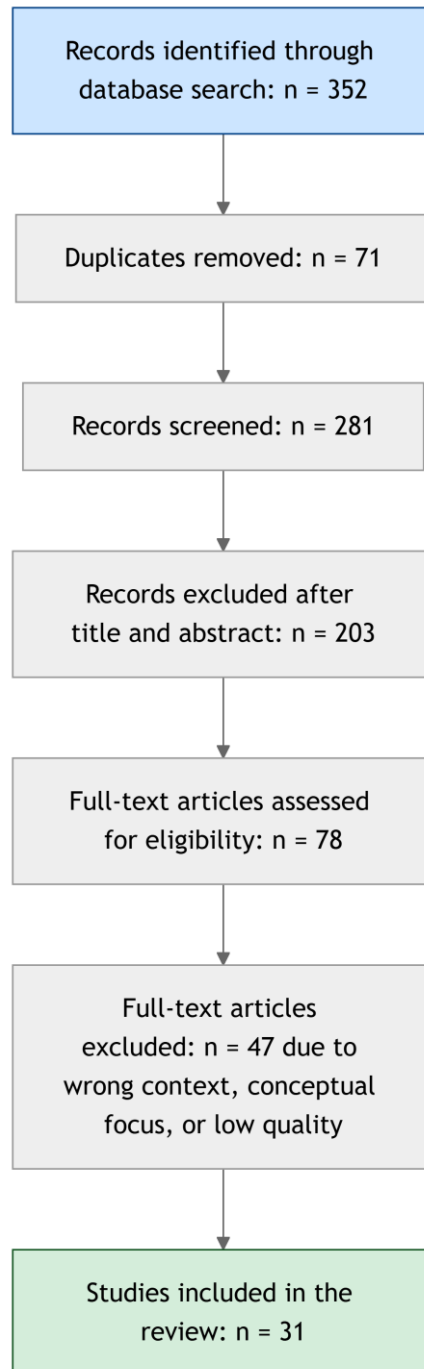


Figure 1. PRISMA Flow Diagram

3. RESULTS AND DISCUSSION

3.1. Research Gaps and Future Directions

This systematic literature review analyzed 31 empirical studies published between 2010 and 2025 that investigated the relationships between service quality, price fairness, consumer satisfaction, word-of-mouth (WOM), and consumer loyalty in Indonesia's fast-food industry. The review identified clear patterns of findings but also revealed several important research gaps and unresolved questions that merit future investigation. The following subsections discuss these insights thematically, corresponding to the key constructs.

Table X. Key Research Topics, Identified Gaps, and Future Research Directions in the Indonesian Fast-Food Loyalty Context

Topic Area	Key Findings in Literature	Identified Research Gaps	Theoretical Importance	Suggested Future Research Directions
Service Quality	Service quality, often operationalized via SERVQUAL (Zeithaml et al., 1996), positively influences satisfaction and loyalty (Djakasaputra et al., 2021; Sahir et al., 2021). Speed, cleanliness, and reliability are central.	Limited examination of digital dimensions of service quality (e.g., app usability, delivery experience). Lack of studies on indirect effects mediated by WOM.	Extends the conceptual boundary of service quality theory to omnichannel and platform-based contexts.	Incorporate digital-specific service attributes into SERVQUAL. Test mediation models where WOM links service quality and loyalty. Explore interaction effects of offline and online service quality perceptions.
Price Fairness	Consumers' perceived fairness of prices influences satisfaction and loyalty, though findings are inconsistent (Iyer et al., 2016; Meiryani et al., 2022). Price comparisons are heightened in competitive and price-sensitive markets.	Inadequate understanding of price fairness in the context of dynamic pricing, delivery fees, and online promotions. Interaction effects with brand type and service quality underexplored.	Advances fairness theory in digitally-mediated consumption and competitive markets. Highlights value perceptions in fast-moving consumer services.	Examine how platform-based dynamic pricing affects fairness perceptions. Model interaction between price fairness and brand origin (local vs. global). Use experimental designs to test pricing communication strategies.
Consumer Satisfaction	Satisfaction mediates the effects of service quality and price fairness on loyalty (Flavián et al., 2006; Sahir et al., 2021). Cognitive and emotional responses to both traditional and digital experiences matter (Juwaini et al., 2022).	Limited longitudinal evidence on satisfaction's predictive power over time. Underexplored differentiation of satisfaction across offline and online service encounters.	Clarifies satisfaction's stability and role in loyalty formation over time. Integrates satisfaction in multichannel consumption contexts.	Conduct longitudinal studies tracking satisfaction and loyalty trajectories. Compare determinants of satisfaction between dine-in and delivery experiences. Explore emotional vs. cognitive components of satisfaction.
Word-of-Mouth (WOM)	WOM amplifies positive/negative experiences and influences trust, brand image, and loyalty (Adila et al., 2020; Fahlevi et al., 2024). Most research focuses on WOM as an outcome rather than mediator.	Few studies explicitly model WOM as mediator or moderator. Lack of distinction between traditional WOM and e-WOM. Limited insights into WOM's role in social-media-driven dining trends.	Deepens understanding of WOM as a mechanism of social influence. Bridges service marketing and digital communication literatures.	Examine e-WOM as a mediator between satisfaction and loyalty. Study how social media platforms amplify WOM effects. Model WOM as moderator of service quality-loyalty link.
Consumer Loyalty	Loyalty is shaped by service quality, satisfaction, WOM, and, less consistently, price fairness (Zeithaml et al., 1996; Cossío-Silva et al., 2019). Loyalty combines attitudinal and behavioral components (Alhitmi et al., 2023).	Few comparative studies of loyalty drivers between local and global brands. Limited research on loyalty in the presence of online switching incentives and platform competition.	Expands loyalty theory in competitive and digital markets. Accounts for cultural and brand-origin moderators in loyalty formation.	Compare loyalty antecedents and strength for local vs. international brands. Investigate how delivery platforms and switching costs affect loyalty. Test strategies to sustain loyalty in competitive, price-sensitive environments.
Digitalization and Omnichannel Experience	Emerging evidence suggests that digital platforms shape perceptions of service, fairness, and satisfaction	Digital dimensions of fast-food consumption remain poorly theorized and empirically tested.	Extends service-dominant logic to omnichannel foodservice environments.	Develop conceptual frameworks integrating digital and offline experiences. Empirically test the relative salience of offline

Topic Area	Key Findings in Literature	Identified Research Gaps	Theoretical Importance	Suggested Future Research Directions
	(Sutia et al., 2019; Zuhroh et al., 2024). Online ordering and delivery reframe expectations of convenience and transparency.	Few integrated models of offline and online experiences.	Advances knowledge of consumer expectations in platform economies.	and digital attributes on satisfaction and loyalty. Explore generational differences in digital preference and loyalty behavior.

First, service quality remains the most extensively researched construct, with strong evidence supporting its positive influence on customer satisfaction and loyalty, particularly through attributes such as speed, cleanliness, and reliability (Zeithaml et al., 1996; Djakasaputra et al., 2021; Sahir et al., 2021). However, the literature insufficiently addresses how digital dimensions of service, such as app usability and delivery experience fit within traditional service quality frameworks, and few studies examine indirect pathways, for instance through WOM. Addressing these gaps can extend the conceptual boundaries of service quality theory to omnichannel and platform-based settings by incorporating digital-specific attributes, testing mediation through WOM, and exploring interactions between offline and online service encounters.

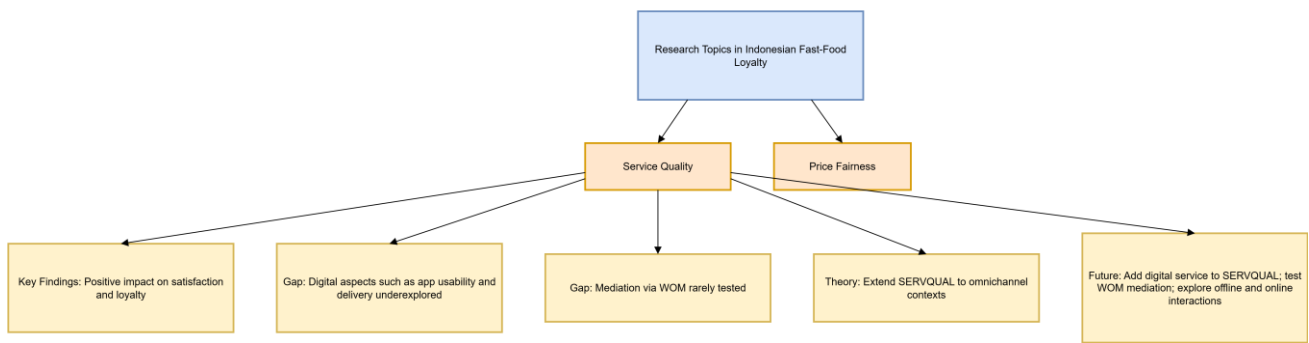
Similarly, price fairness is well-established as an important determinant of satisfaction and loyalty (Iyer et al., 2016; Meiryani et al., 2022), particularly in price-sensitive and competitive markets. Nonetheless, research remains limited in understanding fairness perceptions in dynamic pricing contexts, such as delivery fees and promotional discounts, and how these interact with brand origin and service quality. Future work should refine fairness theory within digitally mediated consumption by examining platform-based pricing strategies and their impacts on perceived value, as well as testing these effects in experimental designs.

Consumer satisfaction consistently mediates the effects of service quality and price fairness on loyalty, combining both cognitive and emotional components across traditional and digital settings (Flavián et al., 2006; Sahir et al., 2021; Juwaini et al., 2022). Yet, its stability over time and differential formation across dine-in and delivery experiences remain underexplored. Longitudinal and comparative studies could clarify how satisfaction predicts loyalty trajectories and reveal how satisfaction is shaped by varying service channels and emotional versus cognitive appraisals.

While word-of-mouth (WOM) is widely recognized as an outcome of positive experiences and a driver of trust, brand image, and loyalty (Adila et al., 2020; Fahlevi et al., 2024), most studies treat it solely as an output rather than a mediating or moderating mechanism. There is also little differentiation between traditional WOM and e-WOM, despite the growing influence of social media and online reviews. Future research could deepen theoretical understanding of WOM as a mechanism of social influence by explicitly modeling e-WOM as a mediator or moderator and exploring how social platforms amplify WOM effects in fast-food contexts.

In examining consumer loyalty, studies largely confirm that it is driven by service quality, satisfaction, and WOM, though the role of price fairness remains inconsistent (Zeithaml et al., 1996; Cossío-Silva et al., 2019; Alhitmi et al., 2023). Few comparative studies examine loyalty drivers between local and international brands or explore how platform competition and switching incentives undermine loyalty. Addressing these gaps would expand loyalty theory in competitive and digital markets by modeling cultural and brand-origin moderators and testing strategies to sustain loyalty despite low switching costs and heightened competition.

Finally, digitalization and omnichannel experiences emerge as an increasingly relevant but poorly theorized domain. While early evidence suggests that digital platforms reshape consumer perceptions of service, fairness, and satisfaction (Sutia et al., 2019; Zuhroh et al., 2024), most studies fail to integrate online and offline experiences into a unified framework. Future research should extend service-dominant logic into omnichannel contexts by developing conceptual models that integrate physical and digital touchpoints, testing the relative salience of each on loyalty outcomes, and examining generational differences in digital engagement and loyalty behavior.



3.2. Service Quality (Expanding Scope and Mediating Mechanisms)

Service quality remains the most frequently examined determinant of consumer satisfaction and loyalty in Indonesia's fast-food sector, consistently showing a positive and significant effect (Zeithaml et al., 1996; Djakasaputra et al., 2021; Sahir et al., 2021). Across the reviewed studies, attributes such as speed of service, accuracy of order fulfillment, cleanliness, and staff friendliness emerged as critical drivers of customer satisfaction. Recent studies (Zhong & Moon, 2020; Sutia et al., 2019) also highlight the growing importance of digital ordering and food delivery platforms, where service quality expectations extend to app usability, delivery timeliness, and order tracking.

However, while the direct effects of service quality on satisfaction and loyalty are well-documented, empirical exploration of indirect pathways, particularly via WOM or digital experience quality, remains limited. Only a small subset of studies (e.g., Sutia et al., 2019) considered the mediating role of WOM in linking service quality to loyalty, suggesting a critical gap. Moreover, existing research tends to treat service quality as a static construct rooted in SERVQUAL's original five dimensions, despite evidence that digital and omnichannel contexts introduce new expectations (Zeithaml et al., 1996). Future studies should extend the conceptualization of service quality to encompass digital touchpoints and examine how these interact with traditional service encounters to shape satisfaction and loyalty outcomes.

3.3. Price Fairness (Mixed Findings and Contextual Nuances)

Price fairness, operationalized as the perceived reasonableness of price relative to value, competition, and market norms (Iyer et al., 2016), emerged as another salient but contested determinant of consumer behavior. Several studies (Ryu & Han, 2010; Meiryani et al., 2022; Li et al., 2020) affirm that fair pricing positively influences satisfaction and loyalty, whereas others suggest its effects are weaker and mediated by value perceptions or service quality. This inconsistency indicates that the relationship may be context-dependent, moderated by factors such as brand type (local vs. international), consumer price sensitivity, and market segment.

Notably, no reviewed study comprehensively addressed how consumers' reference prices are influenced by the proliferation of digital delivery platforms, which often feature dynamic pricing, discounts, and delivery fees. In Indonesia's highly price-sensitive market, where consumers frequently compare prices across brands and platforms, this omission is significant (Li et al., 2020; Meiryani et al., 2022). Future research should therefore investigate how digital price transparency, platform-driven promotions, and perceived fairness interact to shape satisfaction, WOM, and loyalty. Moreover, research that explicitly models the interaction between price fairness and service quality, as suggested by Iyer et al. (2016), is largely absent and should be prioritized.

3.4. Consumer Satisfaction (Underexplored Mediator and Outcome)

Consumer satisfaction is widely acknowledged as a key mediating variable in the relationship between service quality, price fairness, and loyalty (Flavián et al., 2006; Aulia et al., 2021; Juwaini et al.,

2022). The reviewed studies generally support this mediating role, showing that high service quality and fair pricing enhance satisfaction, which in turn strengthens WOM and loyalty (Sahir et al., 2021; Zhong & Moon, 2020). However, few studies explicitly tested and quantified the strength of satisfaction as a mediator in multivariate models. Furthermore, while satisfaction has been studied extensively in offline settings, its role in shaping consumer behavior in online delivery contexts remains underexplored. Given the growing importance of digital ordering in Indonesia's fast-food sector, future research should examine how satisfaction is shaped differently in dine-in versus digital experiences and whether its mediating role differs across channels. Longitudinal designs could also provide insights into the stability of satisfaction and its predictive power for loyalty over time.

3.5. Word-of-Mouth (WOM) (A Neglected Mediator in Digital Contexts)

Although WOM has long been recognized as a powerful influence on consumer decisions (Adila et al., 2020; Bulut & Karabulut, 2018; Kudeshia & Kumar, 2017), its role as a mediator between service quality, price fairness, satisfaction, and loyalty has received limited empirical attention in the reviewed studies. The majority of research treated WOM as an outcome variable rather than an intermediary mechanism, despite theoretical arguments suggesting its centrality in transmitting consumer experiences (Fahlevi et al., 2024; Fahlevi, Syafira, et al., 2023). Moreover, few studies differentiated between traditional WOM and electronic WOM (e-WOM), even though digital platforms have amplified the reach and impact of consumer reviews and recommendations (Fahlevi, Syafira, et al., 2023). In Indonesia, where social media penetration is high and platforms such as Instagram and TikTok shape dining trends, this omission represents a significant research gap. Future studies should explicitly model e-WOM as a mediator and examine its moderating effects on the relationship between service quality, price fairness, satisfaction, and loyalty.

3.6. Consumer Loyalty (Complex Drivers and Competitive Pressures)

Consumer loyalty, conceptualized as a combination of behavioral repetition and attitudinal commitment (Cossío-Silva et al., 2019; Alhitmi et al., 2023), remains the ultimate outcome of interest. The reviewed studies confirm that service quality and satisfaction are consistently strong predictors of loyalty, while findings for price fairness are mixed. Yet, several gaps persist. First, very few studies explicitly compared the determinants of loyalty between local and international brands, even though this is highly relevant in Indonesia's competitive fast-food landscape (Fahlevi, 2025; Matroji et al., 2023). Similarly, little is known about how loyalty manifests differently across offline and online channels, particularly in the presence of platform-induced switching incentives. Second, the majority of studies employed cross-sectional designs, limiting causal inference about loyalty development over time. Future research should adopt longitudinal or experimental designs to capture the dynamic nature of loyalty in fast-changing market conditions.

3.7. Synthesis of Research Gaps and Agenda for Future Research

Based on the above findings, this review identifies the following research gaps and proposes directions for future inquiry:

1. Integration of Digital Contexts

Existing studies inadequately address the impact of digital ordering and delivery platforms on service quality perceptions, price fairness evaluations, satisfaction formation, and WOM generation. Future studies should develop models that integrate offline and digital experiences to reflect the omnichannel reality of fast-food consumption.

2. WOM as Mediator and Moderator

The mediating and moderating roles of WOM, particularly e-WOM, remain underexplored. Researchers should test models that position WOM as a bridge between antecedents (service

quality, price fairness) and loyalty outcomes, while also examining how e-WOM moderates these relationships in social-media-intensive contexts.

3. Comparative Studies of Local vs. International Brands

Few studies directly compare loyalty drivers between local and global fast-food brands. Future research should investigate whether consumers evaluate service quality and price fairness differently based on brand origin, cultural fit, and value perceptions.

4. Price Fairness in Platform Economy

Given the prominence of dynamic pricing, discounts, and delivery fees in digital platforms, research should examine how these factors influence perceptions of fairness, satisfaction, and loyalty in platform-mediated transactions.

5. Longitudinal and Experimental Designs

The predominance of cross-sectional studies limits causal understanding. Longitudinal studies could track how satisfaction and loyalty evolve, while experiments could test interventions to improve service quality and pricing strategies.

6. Extended Conceptualizations of Service Quality

Researchers should expand service quality models to include digital-specific dimensions such as app usability, delivery reliability, and order accuracy in online contexts, alongside traditional SERVQUAL attributes.

The findings of this review carry several implications for fast-food managers and marketers in Indonesia. Brands must recognize the centrality of both offline and online service quality in shaping customer satisfaction and loyalty. Price fairness strategies should be transparent and consistent across channels, with clear communication of value propositions. Additionally, leveraging e-WOM through proactive engagement on social media can amplify positive consumer experiences. Local brands, in particular, can differentiate themselves by combining competitive pricing with culturally resonant service attributes, while global brands must adapt their offerings to local preferences to maintain loyalty.

4. CONCLUSIONS

Several The review confirms that service quality and satisfaction remain the most robust predictors of loyalty, while the influence of price fairness is context-dependent and often mediated by perceived value and WOM. The findings also highlight the increasing relevance of digital platforms, which are reshaping consumer expectations and altering the traditional dynamics of service delivery, pricing, and consumer engagement. Despite these insights, the review identifies substantial gaps that limit both theoretical development and managerial practice. Research to date insufficiently accounts for the role of digital touchpoints in shaping service quality perceptions, fairness evaluations, and satisfaction outcomes. Similarly, WOM, particularly in its electronic form (e-WOM), is underexplored as a mediating and moderating mechanism linking antecedents to loyalty. Moreover, comparative evidence regarding local versus international brands remains scarce, as does longitudinal understanding of loyalty trajectories and consumer responses to platform-induced pricing strategies and switching incentives.

Addressing these gaps presents a rich agenda for future inquiry. Scholars should develop and empirically test integrated models that reflect the omnichannel nature of contemporary fast-food consumption, account for cultural and generational heterogeneity, and incorporate the dynamic interplay between offline and digital experiences. Longitudinal and experimental designs are recommended to establish causality and assess the effectiveness of interventions aimed at improving service quality, pricing transparency, and consumer retention. Expanding the conceptualization of service quality to include digital-specific attributes and rigorously modeling WOM's multifaceted roles will also enhance the explanatory power of future studies. This review underscores the imperative of aligning operational strategies with evolving consumer expectations. Fast-food brands operating in Indonesia should ensure service excellence across both physical and digital channels, maintain pricing strategies that are perceived

as fair and transparent, and actively engage consumers through social media to amplify positive WOM. Local brands can strengthen their competitive positioning by emphasizing culturally resonant value propositions, while international franchises should adapt their global standards to meet local preferences. This review contributes to the literature by synthesizing fragmented findings, articulating a clear research agenda, and offering actionable insights for practitioners seeking to foster loyalty in an increasingly competitive and digitally mediated market. By bridging theoretical gaps and informing strategic practice, the study advances understanding of consumer behavior in Indonesia's fast-food sector and sets the stage for more nuanced, context-sensitive research in the years to come.

Ethical approval

This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki.

Informed consent statement

Not Applicable

Authors' contributions

Seno Sudarmono Hadi conceived the research idea, designed the systematic review protocol, conducted the literature search and screening, performed the thematic analysis, and drafted the initial manuscript. Dr. H. Darmansyah provided supervision, guided the methodological framework, contributed to the interpretation of findings, and critically reviewed and revised the manuscript for intellectual content. Prof. Dr. Sri Widyastuti contributed to the conceptualization, validated the analytical approach, provided expertise in global and digital marketing perspectives, and reviewed and refined the final manuscript. All authors read and approved the final version of the manuscript and agreed to be accountable for all aspects of the work.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Data availability statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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