

ABSTRACT

Customer loyalty is important for the sustainability of a business. To maintain customer loyalty, it is necessary to pay attention to several influencing factors such as product quality, service quality, and customer satisfaction.

The purpose of this study was to determine the effect of service quality, product quality, and customer satisfaction on customer loyalty at Teman Sejalan Coffee Shop.

This study used a quantitative method with non-probability sampling and accidental sampling techniques where the questionnaire could be filled out by any customer who visited Teman Sejalan Coffee Shop. The main analysis technique in this study used Statistics for Social Science (SPSS) and IBM SPSS 25 software. The research sample was customers of Teman Sejalan.Co coffee shop.

The results of the study showed that the service quality variable had a positive and significant effect. While the product quality and customer satisfaction variables did not have a significant effect on customer loyalty.

This study can be used by the owner of Teman Sejalan.co Coffee Shop to find out what factors have an impact on customer loyalty such as service quality, product quality, and customer satisfaction. Furthermore, suggestions from the results of this study can be used to increase customer loyalty.

Keywords: *service quality, product quality, customer satisfaction, and customer loyalty.*