

ABSTRACT

***THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER
SATISFACTION ON SADELI COFFEE'S CUSTOMER LOYALTY***

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The purpose of this study was to determine and analyze the effect of service quality and customer satisfaction on customer loyalty in Sadeli Coffee. The research method used is a survey method, the data obtained directly through questionnaires to 55 respondents taken from Sadeli Coffee consumers. Sampling used purposive sampling and the analytical method used in this study was multiple linear regression analysis. Based on the results of the analysis it is known that service quality and customer satisfaction simultaneously and partially have a significant positive effect on customer loyalty in Sadeli Coffee.

Keywords: Service Quality, Customer Satisfaction, Loyalty