

ABSTRACT

The Influence of Service Quality on Customer Loyalty Through Customer Satisfaction at Kedai Kopi Kulo South Tangerang.

*Inka Sabila Juliamida*¹⁾ *Zulkifli, S.E., M.M*²⁾

¹⁾ *Student of the Management Study Program, Pembangunan Jaya University*

²⁾ *Lecturer of the Management Study Program, Pembangunan Jaya University*

This study aims to examine and analyze the influence of service quality on customer loyalty with customer satisfaction as an Intervening variable at Kedai Kopi Kulo. This research is quantitative in nature. The sampling method used is purposive sampling, with 116 respondents. Data collection was carried out using a questionnaire distributed via Google Forms, and the data was analyzed using Path analysis with Structural Equation Modeling (SEM) via Smart Partial Least Squares (Smart-PLS) version 3.0. The results of this study indicate a significant positive effect of customer satisfaction on customer loyalty, which suggests that the higher the level of satisfaction, the greater the likelihood that customers will remain loyal to the product or service provided. Service quality was also found to have a positive impact on customer satisfaction, where improvements in service quality, such as speed and friendliness, enhanced the satisfaction felt by customers. However, the impact of service quality on customer loyalty was not significant directly, although service quality can affect loyalty through customer satisfaction as a mediator.

Keywords: *Service Quality, Customer Loyalty, Customer Satisfaction*