

## ABSTRACT

### ***The Influence of Customer Satisfaction and Purchasing Decisions on Customer Loyalty at Tuku Coffee South Tangerang.***

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*This study aims to analyze the influence of customer satisfaction and purchasing decisions on customer loyalty at Kopi Tuku in South Tangerang. The research employed a quantitative approach by distributing questionnaires to 171 respondents who had previously purchased Kopi Tuku products. The findings indicate that customer satisfaction and purchasing decisions have a positive and significant impact on customer loyalty. These results provide practical insights for Kopi Tuku to enhance customer loyalty through improved service quality and effective marketing strategies.*

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*Decisions Libraries* :

*Publication Years* :