

ABSTRACT

This study aims to examine the influence of product quality, service quality and price perception on customer loyalty with customer satisfaction as a mediating variable carried out on customers at Kopilinting Coffeeshop, which will be studied their loyalty to Kopilinting Coffeeshop based on product quality, service quality and price perception mediated by customer satisfaction.

This study is explanatory, with a population of Kopilinting Coffeeshop customers of 100 people who subscribe to Kopilinting Coffeeshop Semarang by accidental sampling. Data were collected by distributing questionnaires with Likert scale measurements. Data analysis used multiple regression and continued with the Sobel Test.

The results of the study are product quality, service quality and price perception partially and simultaneously affect satisfaction and satisfaction affects loyalty. Based on the Sobel test, it was found that product quality, service quality and price perception affect customer loyalty through customer satisfaction.

Keywords: *Product quality, service quality, price perception, customer satisfaction, customer loyalty*

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