

ABSTRACT

Inayah Cake and Cookies is a culinary business located in Sukoharjo Regency. There was a decrease in sales for the Inayah Cake and Cookies business from 2017 to 2019. This happened because there was an increase in prices, this was due to unstable raw materials and tended to rise.

The purpose of this study was to analyze the effect of product quality and price on customer loyalty through customer satisfaction as an intervening variable for Inayah Cake and Cookies MSME customers. This study used a quantitative method with 120 respondents using purposive sampling method. Data analysis used the AMOS tool.

The conclusion of this research is that the better product quality and price can increase customer satisfaction with Inayah Cake and Cookies customers. The better the quality of products and prices and prices can increase customer loyalty to Inayah Cake and Cookies customers. High customer satisfaction can increase customer loyalty to Inayah Cake and Cookies customers.

Keywords: *Price, Product Quality, Customer Satisfaction, Customer Loyalty.*