ABSTRACT

Mie Gacoan is a subsidiary of PT Pesta Pora Abadi which is engaged in the culinary field and focuses on spicy noodle menus. Established in early 2016, Mie Gacoan has now become a market leader, especially in the provinces of Central Java, West Java and the Bali Islands. It has menu names that make consumers curious, such as angel noodles, devil noodles, devil noodles, genderuwo ice, tuyul ice, sundelbolong ice and pocong ice. The presence of Mie Gacoan carries a modern concept at an affordable price and has received appreciation in all markets where Mie Gacoan is always present every month with a total of tens of thousands of customers.

This study aims to analyze how much influence service quality, product quality, and customer satisfaction have on customer loyalty to buy products from Mie Gacoan Semarang. The sample used in this study is the people of Semarang City who have bought Mie Gacoan products in the last two years. The sample used was 174 respondents. The sample collection method used purposive sampling. The data collection method used is the distribution of online questionnaires via google form. This research uses Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tool.

The results of this study indicate that service quality and product quality have a positive and significant effect on customer satisfaction and customer loyalty. And customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: *service quality, product quality, customer satisfaction, customer loyalty, Mie Gacoan*

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