

ABSTRACT

The development of the culinary business in Indonesia is a challenge and opportunity for business people. Companies must be able to compete to maintain their business existence. This research has the potential to provide strategic direction for companies in an effort to maintain and increase market share amidst increasingly competitive competition. The aim of this research is to find out whether there is an influence of product quality, price and service quality on customer loyalty through customer satisfaction at J.CO Donuts & Coffee in Bandung City.

The method used in this research is quantitative, descriptive with a causality type. Sampling used a non-probability sampling method, purposive sampling with a sample size of 200 respondents. Data processing was carried out using SmartPLS 3.0.

Based on the research results, it can be concluded that product quality has a positive and significant effect on customer satisfaction. Price has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer satisfaction. Product quality does not have a positive and significant effect on customer loyalty. Price has a positive and significant effect on customer loyalty. Service quality does not have a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. Product quality, price and service quality have a positive and significant effect on customer loyalty through customer satisfaction.

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