

ABSTRACT

The tourism potential in the city of Bandung apart from having a different culture, also has different specialties, where the city of Bandung is positioned as the culinary center of the archipelago. The restaurant industry in Bandung City has a high number and can be a profitable business, both for business people, tourists visiting the city of Bandung, and the government.

Competition in restaurants and cafes is very tight, this is due to the increasing number of restaurants and cafes that are opening businesses in Bandung. Café Ngopi Doeloe, which has long been involved in the creative industry engaged in the culinary field since 2006, has felt the impact of strong competition in the culinary business (cafe), marked by a decrease in the number of visitors from month to month. The decrease in the number of visitors was caused by the decline in service quality and customer satisfaction when visiting the Café Ngopi Doeloe Setiabudhi Branch.

The purpose of this study was to determine the level of service quality of Café Ngopi Doeloe, Setiabudhi Branch, the level of customer satisfaction of Café Ngopi Doeloe, Setiabudhi Branch and the level of customer loyalty of Café Ngopi Doeloe, Setiabudhi Branch and to determine the effect of service quality and customer satisfaction on customer loyalty at Café Ngopi Doeloe Branch. Setiabudhi. The research method used is quantitative methods using path regression analysis with data collection techniques through questionnaires and using validity and reliability tests.

The research method used is quantitative methods using path analysis with data collection techniques through questionnaires and using validity and reliability tests. The results showed that service quality (X) had an effect on customer satisfaction (Y) was 0,816 or 81.6% and customer satisfaction (Y) had an effect on consumer loyalty (Z) was 0,869 pr 86,9%.

Keywords: *Service Quality, Customer Satisfaction, Customer Loyalty*