

## **ABSTRACT**

*Based on data from AC Nielsen in 2017, the number of minimarkets in Indonesia is the largest in Southeast Asia, namely 43,836 stores and will continue to grow every year. Minimarket entrepreneurs are finally competing to create innovations for their minimarkets in order to retain their customers and also develop their business. There are several factors that can cause consumers to stay at the minimarket of their choice, such as service quality, product quality, to consumer satisfaction itself.*

*The purpose of this study was to determine the effect of service quality and product quality factors on consumer satisfaction and consumer loyalty at the Rudy Shopping Shop minimarket. This research is a quantitative research with causal and correlation types. The population in this study were all consumers at Rudy's Shopping Store. The sample in this study were 200 respondents. The sampling technique used in this study is non-probability sampling using accidental sampling. Data were collected by giving questionnaires to minimarket visitors after shopping. The data analysis technique used in this study is the structural equation modeling (SEM) method using Lisrel.*

*The results of this study are the service quality variable has no significant effect on customer satisfaction. Product quality variable has a significant effect on consumer satisfaction. The variable of consumer satisfaction has a significant effect on consumer loyalty. Service quality and product quality variables have a negative effect on consumer loyalty.*

**Keywords:** *minimarket, service quality, product quality, customer satisfaction, SEM consumer loyalty*