

ABSTRACT

Currently the coffee industry in Indonesia has a very good opportunity because it has a large market share and is also supported by the potential for abundant raw materials, as well as the growth in people's lifestyles that have changed, making the performance of the coffee processing industry experience a significant increase. The growth of coffee shops occurs in the city of Bandung, one of which is Sejiwa Coffee. Seeing that there are currently a lot of coffee shops popping up which is also supported by changes in people's lifestyles in drinking coffee, it certainly makes Sejiwa Coffee need to improve the quality of the products offered in order to create loyal consumers to the company. Seeing from this, this study aims to determine the extent of the influence of product quality on consumer loyalty Sejiwa Coffee Bandung.

This research raises the topic of product quality on the loyalty of consumers of Sejiwa Coffee Bandung. Where the purpose of this study is to determine the effect of product quality on consumer loyalty Sejiwa Coffee Bandung. The method used in this research is descriptive quantitative method with a sample of 150 respondents with the method used is Simple Linear Regression.

The results of this study found that respondents' responses to product quality as a whole were in the category of strongly agree with a percentage of 85.3% and consumer loyalty in the category of strongly agree with a percentage of 81.7%. In this study also found that product quality has a positive and significant influence on consumer loyalty by 66.5% while the remaining 33.5% is influenced by other variables.

The results of this study are also expected to be input for the development of science in the business field regarding the effect of product quality on consumer loyalty and can also be used as a reference for further research. Researchers hope that the results of this study can provide information to Sejiwa Coffee that a product has an influence on loyalty so that Sejiwa Coffee can create quality products so that consumer loyalty is increasingly intertwined.

Keywords: Product Quality, Customer Loyalty, Sejiwa Coffee, Bandung