

Abstract. *As time goes by with the development of an already modern era, the presence of coffee is at the top of the list for all circles. Coffeeshop competition conditions are currently very tight and encourage Sidjicoffee to strengthen product quality, service quality in order to create customer satisfaction and loyalty. Based on this, the aim is to determine the effect of product quality, service quality, customer satisfaction and customer loyalty sidjicoffee.*

Sampling in this study used a questionnaire distributed via WhatsApp and researchers needed respondents who live in Kudus City, the number of respondents obtained was 105 respondents who had visited Sidjicoffee at least once. This data collection method uses a questionnaire. The data analysis technique used validity test, reliability test, outer model test and hypothesis testing. In doing this calculation using the SmartPLS 3.0 program.

The purpose of this study was to obtain evidence and find clarity about the effect of product quality and service quality on customer satisfaction. In measuring this study, researchers used a Likert scale. This Likert scale with a score of 1 to 5, namely strongly disagree to agree. The results obtained that product quality and service quality on sidjicoffee consumer satisfaction as a whole describe a positive and quite significant effect. This shows that customer satisfaction is highly dependent on product quality and service quality factors in sidjicoffee customer satisfaction.

Keyword : *Product Quality, Service Quality, Customer Satisfaction, and Customer Loyalty*