

## **ABSTRACT**

*This research was conducted to determine the effect of product quality on customer loyalty at Kopipayu Shops during the Covid-19 pandemic. The purpose of this research is to find out how product quality was at Kopipayu Shops during the Covid-19 pandemic, to find out how customer loyalty was at Kopipayu Shops during the Covid-19 pandemic, and to find out how much influence product quality had on customer loyalty at Kopipayu Shops during the Covid pandemic -19.*

*This research uses quantitative methods. The type of research used in conducting this research is descriptive research. Sampling was carried out by determining the number of samples using a proportion with a confidence interval approach of 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis.*

*Based on the research results, the regression coefficient for the product quality variable is 0.451 which means it has a positive effect on customer loyalty, so it can be said that the direction of the influence of product quality variables on customer loyalty variables is positive. The basis for decision making in simple linear regression testing shows a sig value of  $0.000 < 0.05$  or a  $t\_count$  value of  $11.103 > ttable 1.98397$ . So that the results of these decisions can be taken, namely rejecting  $H_a$  and accepting  $H_0$ , then product quality has a significant effect on customer loyalty.*

*The conclusion in this study, product quality at Kopipayu Shop during the Covid-19 pandemic had a significant influence on customer loyalty so that it was stated in the good category.*

*Keywords: Product quality, customer loyalty, the covid-19 pandemic*