

ABSTRACT

Braga Permai is one of the restaurants that has been in existence since 1923 and is among the oldest restaurants in the city of Bandung that known for its various and unique cuisine. 100 years passed Braga Permai still open and always had customer which made this intriguing considering the high competitiveness of service industry specifically in Bandung city. This study examines how Service Quality, Price Fairness, Store Atmosphere, and Customer Satisfaction affect Customer Loyalty specifically at Braga Permai. Using a quantitative approach with purposive sampling, The purposive sampling method is used to select samples from the population which is Braga Permai customer. This study collected 260 respondents from questionnaire and then collected data were analyzed utilizing SmartPLS. This study found that Service Quality, Store Atmosphere, and Price Fairness positively and significantly affect Customer Satisfaction. Moreover, Customer Satisfaction is proven to be a very strong predictor of Customer Loyalty. Open discussion and recommendation for future studies are included in this paper.

Keywords: Service Quality, Customer Loyalty, Customer Satisfaction, Restaurant, Hospitality Industry.