

ABSTRACT

The development of the culinary business in Indonesia presents both challenges and opportunities for business actors. Companies must be able to compete in order to maintain business sustainability. This study aims to retain and increase market share amid increasingly competitive conditions. The purpose of this study is to determine the effect of product quality on customer loyalty through customer satisfaction at Mie Gacoan Products.

The method used in this study is a quantitative approach with a descriptive nature and causal type. The sampling technique applied is non-probability sampling with a purposive sampling type, involving a total of 390 respondents. Data processing was carried out using SmartPLS 4.

Based on the results, it can be concluded that product quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty, product quality has a positive and significant effect on customer loyalty; and product quality also has a positive and significant effect on customer loyalty through customer satisfaction.

Keywords: Product Quality, Customer Satisfaction, Customer Loyalty.