

ABSTRACT

Indonesia, a major producer and consumer of coffee globally, has seen substantial expansion in both local and international coffee markets recently. Due to Bandung's status as a hub for coffee shop growth, companies engage in intense competition, rendering product quality crucial for client retention. The study uses both descriptive and quantitative approaches to gather data from Diagram Coffee customers via questionnaires. We conducted a statistical research to examine the relationship between product quality features and customer loyalty. Studies indicate that consumer loyalty is significantly influenced by product quality, including flavor, consistency, and visual appeal. The findings of this research indicate that the recommendations and repeat patronage of Diagram Coffee consumers are significantly influenced by the quality of the items they acquire. Coffee firms are using this data to improve their products to retain customers amid heightened competition.

Keywords: product quality, customer loyalty