

## **ABSTRACT**

*Today's retail industry has grown a lot in big cities in Indonesia. Industries that have this variety are dominated by the food and beverage sector, one of which is the donut shop sector. The retail industry in this field is experiencing a slight shift in its business focus, no longer only focusing on product sales but also prioritizing in terms of service. J.CO Donuts as one of the donut retail giants in Indonesia has paid attention to this, so that their services and products become their main focus. However, in recent years J.CO Donuts in Semarang City has experienced a lot of complaints from its customers. So this will have an impact on J.CO Donuts customer satisfaction, especially at its outlets located in the city of Semarang.*

*This research then raises a topic that focuses on how the services provided by J.CO Donuts affect customer satisfaction and moreover on customer loyalty with the complaints given by its consumers. This study uses 110 respondents from J.CO Donuts visitors in Semarang City and uses the Partial Least Square method with the SmartPLS version 3.2.9 program to obtain research results.*

*This study further obtained positive and significant results on all research variables, and the intervening variables used in the study were also able to mediate the other two variables.*

**Keywords:** *Service Quality; Customer Satisfaction; Customer Loyalty; Retail Industry; SmartPLS*