

ABSTRACT

This research is based on customer complaints about product quality, price and services provided by Kopi Janji Jiwa Flamboyan Semarang. From the above, this study aims to determine the effect of each variable on Price Perception, Product Quality, and Service Quality on Customer Satisfaction, and its impact on Customer Loyalty of Semarang Flamboyan Coffee Promise Coffee.

The population in this study are customers of Kopi Janji Jiwa Flamboyan Semarang. The sample in this study amounted to 100 respondents, determined using purposive sampling with the criteria: customers who are ≥ 17 years old and have made direct purchases at Kopi Janji Jiwa Flamboyan Semarang. The data analysis method used in this study is descriptive analysis, instrument testing, classical assumption testing, model testing, and hypothesis testing. Instrument test was tested by validity test and reliability test. The model test used in this study is the F test (Goodness of Fit) and the Adj R2 test (coefficient of determination). The hypothesis test in this study used multiple linear regression analysis with the t test with a standardized beta coefficient and a significance level of < 0.05 .

Based on the results of the research hypothesis test, it can be concluded that: 1. Price perception has a positive and significant effect on customer satisfaction. 2. Product quality has a positive and significant effect on customer satisfaction. 3. Service quality has a positive and significant effect on customer satisfaction. 4. Customer satisfaction has a positive and significant influence on customer loyalty. The results of this study are expected to be input or reference for the Kopi Janji Jiwa Flamboyan Semarang in determining competitive strategies amid the high intensity of coffee shop business competition.

Keywords: *Perceived price, product quality, service quality, customer satisfaction, customer loyalty.*