

ABSTRACT

This research aims to determine the effect of product quality, service quality and store atmosphere on customer loyalty with customer satisfaction as an intervening variable (study of Mie Gacoan customers at the Semarang branch). This research uses product quality, service quality store atmosphere as independent variables, customer loyalty as the dependent variable and customer satisfaction as an intervening variable.

This research used a sample of 192 respondents who were customers of the Semarang branch of Mie Gacoan. This research took the entire population to be used as a sample by giving a questionnaire to each customer of Mie Gacoan products via Google form. Data obtained from the questionnaire was then processed using AMOS 26 software.

The research results show that the product quality variable has a significant positive effect on customer satisfaction, service quality has a significant positive effect on customer satisfaction, store atmosphere has a significant positive effect on customer satisfaction, and customer satisfaction has a significant positive effect on customer loyalty.

Keywords: Product Quality, Service Quality, store atmosphere, Customer Satisfaction, Customer Loyalty