

ABSTRACT

This study aims to analyze the effect of product quality, service quality, and brand image on customer loyalty, with customer satisfaction as a mediating variable. The background of this research is based on the increasing competition in the coffee shop industry in Semarang City, particularly for the Fore Coffee brand, which requires companies to consistently maintain product quality, service quality, and brand image in order to retain customers.

The research employed a quantitative approach with a purposive sampling technique. Data were collected through questionnaires distributed to 133 respondents who were Fore Coffee customers in Semarang. The data were analyzed using Structural Equation Modeling (SEM) with AMOS to examine both direct and indirect relationships among the variables.

The findings reveal that product quality, service quality, and brand image have a positive and significant effect on customer satisfaction and customer loyalty. Furthermore, customer satisfaction was found to mediate the relationship between product quality, service quality, and brand image toward customer loyalty. These results highlight the importance for Fore Coffee to consistently ensure product quality, enhance service quality, and strengthen brand image in order to foster sustainable customer satisfaction and loyalty.

Keywords: Product Quality, Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty

