

ABSTRACT

This study aims to analyze the factors influencing customer loyalty toward 'disaat ngopi' in Semarang City by examining the effects of price, product quality, and convenience through customer satisfaction as an intervening variable.

The research sample consists of 200 consumers in Semarang City who have consumed or purchased 'disaat ngopi' products within the last four months. Data were collected through an online questionnaire. Data analysis was conducted using Structural Equation Modeling (SEM), processed with SPSS (Statistical Package for the Social Sciences) version 21 and AMOS (Analysis of Moment Structures) version 24.

The results show that price, product quality, and convenience have a positive and significant effect on customer satisfaction. Moreover, these three variables also have a positive and significant effect on customer loyalty. In other words, price, product quality, and convenience directly influence both customer satisfaction and loyalty, while customer satisfaction serves as a mediating variable that further enhances customer loyalty.

Keywords: Price, Product Quality, Convenience, Customer Satisfaction, Customer Loyalty

