

ABSTRACT

This study to analyze the effect of Product Quality, Price Fairness, and Service Quality on Customer Satisfaction and their impact to Customer Loyalty among customers of PT. Saripangan Makmur Sejahtera. The study was motivated by the importance of understanding the factors that influence customer loyalty in an increasingly competitive food industry. Customer Satisfaction was employed as a mediating variable to explain the relationship between the independent variables and Customer Loyalty.

This research adopted a quantitative approach using a survey method. Data were collected through questionnaires distributed to 120 customers of PT. Saripangan Makmur Sejahtera selected through purposive sampling. The data were analyzed using SPSS version 21, including validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, coefficient of determination analysis, and mediation analysis.

The results indicate that Product Quality, Price Fairness, and Service Quality have positive and significant effects to Customer Satisfaction. Furthermore, Customer Satisfaction has a positive and significant effect to Customer Loyalty. The mediation analysis reveals that Customer Satisfaction mediates the relationship between Product Quality, Price Fairness, and Service Quality and Customer Loyalty. These findings suggest that improving product quality, maintaining fair pricing, and providing high-quality service can enhance customer satisfaction, which in turn strengthens customer loyalty.

Keywords: Product Quality, Price Fairness, Service Quality, Customer Satisfaction, Customer Loyalty.