

## **ABSTRACT**

*The business world in the culinary field is growing rapidly. One type of business that is in great demand is food especially in the bakery sector. This makes tight competition between the producers, which is required to compete with each other by creating more value in the bakery. If this is done, it can make consumers loyal and come back to make purchases. Therefore, this study aims to determine the effect of the independent variables, namely the halal label, price, product quality, and customer satisfaction on consumer as loyalty the dependent variable*

*The population in this study on consumers who have purchased products from Virgin Cake & Bakery Semarang. This sample used was 100 respondents with a non probability sampling technique with a purposive random sampling approach. The type of data used is primary data with questionnaires via google form or offline and secondary data with references from past researchers. While the analysis technique used is multiple linear regression analysis with measurement techniques using an interval scale of 1-5 and calculated using the SPSS Statistic 23 application.*

*The results of analysis show that partially the independent variable halal label, price, product quality, and customer satisfaction have a positive and significant effect on consumer loyalty of Virgin Cake & Bakery Branch of Tlogosari. Customer satisfaction variable has the most strongest influence on consumer loyalty, so that Virgin Cake & Bakery must continue to maintain and improve customer satisfaction one of he way is by increasing product quality. Simultaneously, all independent variables have an influence on the dependent variable.*

**Keywords: Price, Customer Satisfaction, Product Quality, Halal Label, Consumer Loyalty.**