

THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON LOYALTY MEDIATED BY CUSTOMER SATISFACTION AT FORE COFFEE

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Abstract

The increasing growth of the coffee industry in Indonesia has encouraged Fore Coffee to adapt by improving the quality of its services and products to maintain customer loyalty. However, Fore Coffee still faces challenges related to the consistency of service and product quality, which have the potential to affect customer satisfaction. This study aims to determine, analyze, and prove whether service quality and product quality can influence Fore Coffee customer loyalty with customer satisfaction as a mediating variable. Data were collected from 130 respondents in South Jakarta through a Google Form survey and analyzed using SEM-PLS through SmartPLS 4. The results show that service quality and product quality have a positive and significant effect on customer satisfaction. Customer satisfaction also has a significant direct effect on loyalty. In addition, service quality and product quality have a significant effect on loyalty through customer satisfaction as a mediator. The findings of this study indicate that consistent improvements in service quality and optimal products can increase satisfaction and ultimately result in customer loyalty for Fore Coffee. Therefore, to ensure the sustainability and competitiveness of Fore Coffee, strategies to improve service quality and product quality are crucial to continue implementing

Keywords: *Customer Satisfaction, Loyalty, Product Quality, and Service Quality.*

PENGARUH KUALITAS PELAYANAN DAN KUALITAS PRODUK TERHADAP LOYALITAS DIMEDIASI KEPUASAN PELANGGAN FORE COFFEE

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Abstrak

Peningkatan pertumbuhan industri kopi di Indonesia mendorong Fore Coffee untuk beradaptasi dalam meningkatkan kualitas layanan dan produk guna mempertahankan loyalitas pelanggan. Namun, Fore Coffee masih menghadapi tantangan terkait konsistensi pelayanan dan kualitas produk yang berpotensi memengaruhi kepuasan pelanggan. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan apakah kualitas pelayanan dan kualitas produk mampu memberikan pengaruh terhadap loyalitas pelanggan Fore Coffee dengan kepuasan pelanggan sebagai variabel mediasi. Data dikumpulkan dari 130 responden melalui survei Google Form dan dianalisis menggunakan SEM-PLS melalui SmartPLS 4. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan juga berpengaruh signifikan secara langsung terhadap loyalitas. Selain itu, kualitas pelayanan dan kualitas produk berpengaruh signifikan terhadap loyalitas melalui kepuasan pelanggan sebagai mediator. Temuan penelitian ini mengindikasikan bahwa peningkatan kualitas pelayanan yang konsisten serta produk yang optimal dapat meningkatkan kepuasan dan akhirnya menghasilkan loyalitas pelanggan Fore Coffee. Oleh karena itu, untuk memastikan keberlanjutan Fore Coffee, strategi peningkatan kualitas pelayanan dan kualitas produk sangat penting untuk terus diterapkan.

Kata Kunci: Kualitas Pelayanan, Kualitas produk, Kepuasan Pelanggan, dan Loyalitas