

ABSTRACT

This study aims to determine the effect of product quality and people on customer satisfaction and its implications for customer loyalty (a survey of Sorekini coffee customers) simultaneously or partially. The research method used is the descriptive and verification method with a total sample of 88 respondents, the data analysis used is path analysis, coefficient of determination analysis and hypothesis testing.

The results show that in structure I there is a simultaneous influence of product quality and people on customer satisfaction by 64%. Partially, the effect of product quality on customer satisfaction is 21.6% and the influence of people on customer satisfaction is 42.9%. In structure II there is an influence of product quality and people on customer loyalty through simultaneous customer satisfaction of 65%. Partially, the effect of product quality on customer loyalty is 18.2%, the influence of people on customer loyalty is 19.6%, the effect of customer satisfaction on customer loyalty is 27.2%.

Keywords: product quality, people, customer satisfaction, customer loyalty