

***The Effect of Service Quality and Customer Satisfaction on Customer Loyalty at
Kafe Arongan in Jember Regency***

Sayyidah Tsiltsi Isyri

International Marketing Management Study Program

Department of Business

ABSTRACT

The rapid growth of cafés in Jember City has created a need for Kafe Arongan to build and maintain customer loyalty. This study aims to examine and identify the influence of service quality and customer satisfaction variables on customer loyalty. The research employed a survey method with a sample size of 40 respondents. The sampling technique used was non-probability sampling with an incidental sampling approach. The data analysis techniques included multiple linear regression analysis, coefficient of determination (R^2), F-test, and t-test, along with validity tests, reliability tests, and classical assumption tests (normality, multicollinearity, and heteroscedasticity tests). The data were processed using SPSS version 21. The results of the study indicate that: (1) Service quality has a significant partial effect on customer loyalty; (2) Customer satisfaction has a significant partial effect on customer loyalty; and (3) Both service quality and customer satisfaction simultaneously have a significant influence on customer loyalty.

Keywords : *Customer Loyalty, Customer Satisfaction, Service Quality*