

## ABSTRACT

The objective of this study is to examine the direct impact of product quality on customer loyalty, the direct impact of product quality on customer satisfaction, the direct impact of customer satisfaction on customer loyalty, and the indirect impact of product quality on customer loyalty through customer satisfaction as a mediating variable at Warung Kampong Pedas Tanah Lot. The research was carried out at Warung Kampong Pedas Tanah Lot, and data was collected using a questionnaire that utilised a 5-point Likert scale. The sample size for this study was obtained using the Lemeshow formula and the sampling method employed was Purposive Sampling. The sample size in this study consisted of 100 respondents. Utilising SEM-SmartPLS 3 for data analysis procedures. The findings of this study demonstrate that the quality of the product has a significant direct impact, with a coefficient of 0.388, on customer loyalty at Warung Kampong Pedas Tanah Lot. The quality of the product has a significant and direct impact of 0.756 on customer satisfaction. The level of customer satisfaction has a significant and direct impact of 0.354 on customer loyalty. Customer satisfaction serves as a mediator for the indirect impact of product quality on customer loyalty, with a significant effect of 0.268.

Keywords: Product Quality, Customer Satisfaction, Customer Loyalty, Marketing Management, Food and Beverage Industry.

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh langsung Kualitas Produk terhadap Loyalitas Pelanggan, pengaruh langsung Kualitas Produk terhadap Kepuasan Pelanggan, pengaruh langsung Kepuasan Pelanggan terhadap Loyalitas Pelanggan, serta pengaruh tidak langsung Kualitas Produk terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai variabel *intervening* di Warung Kampong Pedas Tanah Lot. Penelitian ini dilakukan pada Warung Kampong Pedas Tanah Lot dengan pengumpulan data menggunakan kuesioner skala likert 5. Jumlah sampel dalam penelitian ini ditentukan menggunakan rumus *Lemeshow* dan teknik pengambilan sampel menggunakan teknik *Purposive Sampling*. Sampel dalam penelitian ini berjumlah 100 responden. Teknik analisis data menggunakan SEM-SmartPLS 3. Hasil penelitian ini menunjukkan bahwa Kualitas Produk berpengaruh langsung sebesar sig. 0,388 terhadap Loyalitas Pelanggan di Warung Kampong Pedas Tanah Lot. Kualitas Produk berpengaruh langsung sebesar sig. 0,756 terhadap Kepuasan Pelanggan. Kepuasan Pelanggan berpengaruh langsung sebesar sig. 0,354 terhadap Loyalitas Pelanggan. Melalui Kepuasan Pelanggan mampu memediasi pengaruh tidak langsung Kualitas Produk terhadap Loyalitas Pelanggan sebesar sig. 0,268.

Kata Kunci: Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan, Manajemen Pemasaran, Industri Makanan dan Minuman.