

ABSTRACT

The coffee industry in Indonesia, especially in Bandung, is growing rapidly with Kopi Kenangan as one of the leading brands. In 2022, Kopi Kenangan achieved the top ranking in the Top Brand Award survey and became a strong competitor for global brands such as Starbucks. This study analyzes the factors that influence customer loyalty in coffee shops, namely service quality, brand image, and word of mouth recommendations. The results of the study are expected to provide insights to improve the competitiveness of coffee shops in a competitive market.

This study aims to analyze the effect of Word of Mouth, Service Quality, and Brand Image on Customer Loyalty for Kopi Kenangan customers in Bandung City. The method used is a quantitative method with a descriptive and causal approach. Data was collected through distributing questionnaires to Kopi Kenangan customers and analyzed using multiple linear regression techniques.

The results showed that partially, Word of Mouth, Service Quality, and Brand Image have a positive and significant effect on Customer Loyalty. In addition, the simultaneous test results show that the three variables jointly contribute to increasing customer loyalty.

Based on the results found, it is recommended that Kopi Kenangan in Bandung continue to improve service quality by providing training to staff, strengthen promotion through word of mouth by utilizing social media and reference programs, and maintain a brand image that remains positive and consistent to maintain customer loyalty amid increasingly fierce competition.

Keywords : *word of mouth, service quality, brand image, customer loyalty, coffee shop.*