

ABSTRACT

Business development in Indonesia is progressing rapidly. In the current era of globalization, business opportunities are increasingly wide and open. This causes tight competition between businesses, especially those from similar companies, such as the culinary industry, which needs to understand the factors that influence consumer loyalty to remain competitive in the market. Dekhad Gandaria, as one of the culinary business actors in Jakarta, needs to maintain and improve customer satisfaction in order to create long-term loyalty.

The method used in this study is a quantitative method that is descriptive with a causality type. Sampling using a non-probability sampling method of purposive sampling with a sample size of 250 respondents. Data processing is carried out using SmartPLS 4.

Based on the results of the study, it can be concluded that service quality has a positive and significant effect on consumer satisfaction, store atmosphere has a positive and significant effect on consumer satisfaction, price fairness has a positive and significant effect on consumer satisfaction and consumer satisfaction has a positive and significant effect on consumer loyalty.

Keywords: *Service Quality, Store Atmosphere, Price Fairness, Customer Satisfaction, and Customer Loyalty*