

ABSTRACT

This study examines the influence of Service Quality, Corporate Image, and Customer Satisfaction on customer loyalty in coffee shops in Bandung City. Using a quantitative method, data were collected through questionnaires from 385 respondents determined using Cochran's formula. Data analysis was conducted using Partial Least Squares – Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software to test the relationships among variables and measure both direct and indirect effects. The results revealed that Service Quality significantly affects Corporate Image and Customer Satisfaction, which subsequently enhance customer loyalty. Furthermore, a positive Corporate Image plays a crucial role in fostering stronger customer relationships. These findings provide insights for coffee shop managers to improve their competitiveness by enhancing services, promoting brand image, and optimizing customer experience.

Keywords: *Service Quality, Corporate Image, Customer Satisfaction, Customer Loyalty, Coffee shop, and Bandung City*