

Abstract

This study aims to analyze the influence of product quality, service quality, store atmosphere, and perceived value on customer loyalty with customer satisfaction as an intervening variable in Janji Jiwa consumers in Bandung. The coffee shop industry in Indonesia is experiencing rapid growth, with competition getting tougher as people's lifestyles change. In this context, customer loyalty is an important factor to maintain business sustainability. This study uses a quantitative approach with a data collection method through the distribution of questionnaires to 270 respondents of Janji Jiwa consumers. The data analysis technique was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the help of SmartPLS 4.0 software

The results of the study show that perceived value has a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on customer loyalty. However, product quality, service quality, and store atmosphere do not have a significant effect on customer satisfaction or customer loyalty through customer satisfaction. Meanwhile, perceived value has been proven to have a significant effect on customer loyalty through customer satisfaction.

These findings indicate that in building customer loyalty, the value aspect perceived by customers and emotional satisfaction is the main key that needs to be strengthened. Therefore, companies need to prioritize the creation of customer-perceived value in their marketing strategies, without neglecting the continuous improvement of product and service quality.