

ABSTRACT

The Indonesian coffee industry continues to grow rapidly, driven by an average annual increase of 8% in domestic consumption, driven by a burgeoning coffee culture and the growth of coffee shops across various segments of society. Service quality plays a crucial role in shaping customer perceptions and satisfaction, which ultimately leads to loyalty. However, while numerous studies have emphasized the importance of satisfaction as a mediator between service quality and loyalty, the context studied has generally been limited to platform-based digital services, rather than the local food and beverage industry. This study aims to analyze the influence of service quality and product quality on customer loyalty through customer satisfaction as a mediating variable at Malewa Coffee.

The research method used a quantitative and descriptive approach, with data collection through an online questionnaire distributed to 385 respondents. Data collection used a non-probability purposive sampling method. Data analysis was performed using SmartPLS software. The results indicate that customer satisfaction acts as a partial mediator, strengthening the positive and significant influence of service quality and product quality on customer loyalty at Malewa Coffee. These findings can provide insights for Malewa Coffee in improving customer satisfaction, service quality, and product quality to enhance customer loyalty.

Keywords: *Service Quality, Product Quality, Customer Loyalty, Customer Satisfaction, Malewa Coffee.*