*ABSTRACT*

*Kevin Kristanto / 20140585/2019 / Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty in Chatime Brand Bubble Tea Drinks in Kelapa Gading Mall / Tumpal J.R. Sitinjak, Ir., M.M.*

*In the current era of globalization competition in domestic and international markets can be called very competitive. This can happen because many business competitors are engaged in similar products or services. One of them is that there are currently many companies that offer beverage products that remember that currently Indonesians like drinks that have varied tastes. The growing number of bubble tea companies that are increasing every day is causing increasingly fierce competition among bubble tea companies in Indonesia. The existing bubble tea companies must be routine in providing the best quality products to consumers, as well as improving service quality, increasing customer satisfaction and making customers more loyal. Customer satisfaction is an important factor for increasing profits and fostering good relations between companies and consumers. The question is, how does product quality, service quality, and customer satisfaction influence Chatime customer loyalty at Kelapa Gading Mall.*

*The theory used in this research is product quality theory, service quality, customer satisfaction, and customer loyalty. Variables in this study are divided into two types, namely independent variables and dependent variables. Independent variables in this study are product quality, service quality, and satisfaction the customer while the dependent variable in this study is customer loyalty.*

*The object of this research is Chatime Mal Kelapa Gading. Sampling is done by non probability sampling with a judgment sampling approach. The method of data collection in this study using questionnaire media. Data analysis techniques in this study were descriptive analysis, classic assumption test, and multiple regression analysis. Data processing media using SPSS 24.*

*The results showed that there was a partially significant influence between product quality on customer loyalty, service quality on customer loyalty, and customer satisfaction on customer loyalty. And there is a simultaneous significant effect between product quality, service quality, customer satisfaction on Chatime customer loyalty at Kelapa Gading Mall.*

*The conclusion of this study found the influence of independent variables (product quality, service quality, and customer satisfaction) on the dependent variable (customer loyalty)*

*Keywords: product quality, service quality, customer satisfaction, customer loyalty.*