**ABSTRACT**

Theresia Mega Kartika / 27150016 / 2019 / *The Influence of Product Quality and Sales Promotion on Customer Loyalty of Chatime Market Mall Of Indonesia* / *Advisor*: Lily Harjati, Ir., M.M.

*Food and beverage national industries has a good potential growth. Franchise be alternative selected to develop a business drink practically take. Chatime is franchise brewed tea drink from Taiwanese that under the auspices of business unit Kawan Lama Group by the name of PT Food Beverages Indonesia. The presence of Chatime in Indonesia responded positive community which February 2019 Chatime already have 254 stores in 20 cities Indonesia. Chatime optimistic to do business expansion with add format outlets concept cafes equipped a pastry and comfortable seating, and also improve the variation of the menu with a sense of typical so as to improve customer loyalty Chatime.*

*There are five dimensions to measure customer loyalty variable that* *are to repeat purchase, attitude trust, recommend to others about positive things owned company, customer prefer consuming a product, and consider the company as the first choice in the future. To measure the sales promotion variable, there are four dimensions such as coupons, rebates, price deals, and contest. For product quality variable, there are nine dimensions to measure such as form, features, customization, performance quality, conformance quality, durability, perceived quality, repairability, and style.*

*The research method used is judgement sampling by collecting data through questionnaires distributed to 100 respondents who have consumed product Chatime at Market Mall Of Indonesia. Measuring tools in this research are validity test, reliability test, percentage, average, Likert scale, classical assumption test, and multiple linear regression test*. *The tool used is IBM SPSS 20.*

*The result showed that the largest number of respondents were men with the age range 16-25 years old and their status as college students. Based on multiple linear regression analysis, it is found that there is significant and positive influence of product quality and sales promotion to customer loyalty.*

*This study concludes that overall product quality and sales promotion have an effect on loyalty of Chatime Market Mall Of Indonesia’s customer with a good result of average percentage which means the customers are loyal because Chatime at Market Mall Of Indonesia has a good product quality and sales promotion.*

*Keywords: Product Quality*, *Sales Promotion*, *Customer Loyalty*