

**INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ON  
CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION IN GOEBOG  
RESTO YOGYAKARTA**

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***ABSTRACT***

This study aims to (1) Determined the level of customer loyalty in Goebog Resto Yogyakarta (2) Determined the direct and indirect influenced of service quality, product quality, and price on customer loyalty through customer satisfaction. The basic method of research was descriptive method with case study approach. The method used for took respondents was accidental sampling. Data collected techniques were obtained from interviews, observations, questionnaires, and documentation. The analysis technique used path analysis. The results showed that (1) the level of customer loyalty in Goebog Resto was very high Because customers have a taste or desire to repurchase products at a greater cost sacrifice. (2) The quality of service, Product quality, And price through customer satisfaction as a mediating variable affects customer loyalty in Goebog Resto both directly and indirectly.

**Keywords :** Service Quality, Product Quality, Price, Customer Satisfaction, Customer Loyalty