**KHOIRONI ZAMZAMI RAHMI. 2023.** Analysis of Factors Affecting Customer Loyalty through Customer Satisfaction at Cokelat Makaryo Kapanewon Wates, Kulon Progo Regency. Under the direction of Indah Widowati and Ni Made Suyastiri Y P.

## *ABSTRACT*

*The research conducted at Cokelat Makaryo aims to analyze the influence of product quality, service quality, emotionality, price and convenience on consumer loyalty through consumer satisfaction at Cokelat Makaryo, Kapanewon Wates, Kulon Progo Regency. This research is quantitative research using a survey method, while to determine the location using a purposive method. Sample determination was carried out using non-probability sampling, with a sampling method using accidental sampling. The types of data used are primary and secondary data. Data collection techniques using interviews, questionnaires and documentation. The analysis technique used in this research is Path Analysis. This research consists of seven variables with the number of respondents in this research being 100. The results of this research are that product quality, service quality, emotionality, price and convenience have a direct effect on consumer satisfaction and an indirect effect on consumer loyalty through consumer satisfaction at Cokelat Makaryo, Kapanewon Wates, Kulon Progo Regency.*

***Keywords*** *: Product Quality, Service Quality, Emotional, Price, Convenience, Consumer Satisfaction, Consumer Loyalty, Makaryo Chocolate.*