

**PENGARUH *SERVICE QUALITY* DAN *PRODUCT QUALITY*  
TERHADAP *CUSTOMER LOYALTY* DIMODERASI OLEH  
*CUSTOMER SATISFACTION* PADA BENTO KOPI MAGUWO, SLEMAN  
(Survei pada Pelanggan di Sleman)**

**Erisa Amalia Kusuma Putri**

**NIM. 141210157**

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

[erisaamaliakp@gmail.com](mailto:erisaamaliakp@gmail.com)

**ABSTRAK**

Penelitian ini membahas tentang pengaruh *service quality* dan *product quality* terhadap *customer loyalty* yang dimoderasi oleh *customer satisfaction* pada Bento Kopi Maguwo, Sleman. Penelitian ini menggunakan metode kuantitatif dengan menggunakan kuesioner sebagai metode pengumpulan data. Data primer yang digunakan adalah data dari hasil tanggapan 120 pelanggan Bento Kopi Maguwo, Sleman yang dipilih secara *purposive sampling*. Analisis dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan SmartPLS 4.1. Hasil penelitian ini menunjukkan bahwa: 1) *Service quality* berpengaruh positif dan signifikan terhadap *customer loyalty* di Bento Kopi Maguwo, Sleman, 2) *Product quality* berpengaruh positif dan signifikan terhadap *customer loyalty* di Bento Kopi Maguwo, Sleman, 3) *Customer satisfaction* memoderasi pengaruh *service quality* terhadap *customer loyalty* di Bento Kopi Maguwo, Sleman, 4) *Customer satisfaction* memoderasi pengaruh *product quality* terhadap *customer loyalty* di Bento Kopi Maguwo, Sleman.

**Kata Kunci:** *Service Quality, Product Quality, Customer Loyalty, Customer Satisfaction*

***THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY  
ON THE CUSTOMER LOYALTY MODERATED BY  
CUSTOMER SATISFACTION OF BENTO KOPI MAGUWO, SLEMAN  
(Survey on customer in Sleman)***

**Erisa Amalia Kusuma Putri**

**NIM. 141210157**

*Management Study Program*

*Faculty of Economics and Business UPN “Veteran” Yogyakarta*

[erisaamaliakp@gmail.com](mailto:erisaamaliakp@gmail.com)

***ABSTRACT***

*This research discusses the influence of service quality and product quality on customer loyalty moderated by customer satisfaction in Bento Kopi Maguwo, Sleman. This study uses a quantitative method using a questionnaire as the data collection method. The primary data that used was data from the responses of 120 Bento Kopi Maguwo, Sleman customer in Sleman that selected through purposive sampling. The analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 4.1 software. The results of this study indicate that: 1) Service Quality has a positive and significant effect on Customer Loyalty in Bento Kopi Maguwo, Sleman, 2) Product Quality has a positive and significant effect on Customer Loyalty in Bento Kopi Maguwo, Sleman, 3) Customer Satisfaction moderates the influence of Service Quality on Customer Loyalty in Bento Kopi Maguwo, Sleman, 4) Customer Satisfaction moderates the influence of Service Quality on Customer Loyalty in Bento Kopi Maguwo, Sleman.*

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