

ABSTRACT

JASMIN.A.BURUDJI Influence of the analysis of the satisfactions, the quality of the product, quality of the service and trustworthy toward costumers loyalty Bang Joe Ice café in Yogyakarta, Supervisor **Wulandari Dwi Etika Rini** and **Nanik Dara Senjawati**. The purpose of this research are : 1. To analyze the loyalty of the costumers of bang joe ice and 2. To analyze the influence of satisfaction, the quality of the product, quality of the service and the trustworthy to customers loyalty on bang Joe ice in Yogyakarta. This research conducted to costumers bang Joe ice at Kaliurang street 5,6 km Yogyakarta. This research used a quantitative approach to the sampling method that used in this research was non-random sampling and sampling techniques accidental is the technique of sampling by accidental, that is anyone who by accidental meet researcher can be used as a sample, if it's deemed that the person who happened to encounter it fits as the data source. The data were collected by questionnaire. To test the hypothesis of the research were using multiple linear regression method. The summary of this research are : 1) A customers of Bang Joe ice has a levels of loyalty in the category Liking The Brand, which shows that consumers who make purchases at Bang Joe ice already has a highest loyalty; and 2) The factors that impact loyalty include consumers satisfaction, the quality of the product, the quality of service, and trustworthy by partially or simultaneously on consumers loyalty Bang Joe ice cafe in Yogyakarta

Key words : *Consumer's satisfaction, Quality product ,Quality of service, truththiness*