ABSTRACT

Abstract: *Indonesia is one of the biggest coffee consumptions country in the world and drinking coffee has becoming a habit and a culture itself within Indonesian. This kind of consumption behavior leads to many coffee shops are open in Indonesia such as Starbucks, Excelso, and so on. The trend of drinking coffee makes people want to buy a cheaper and tastier coffee for their daily consumption and Janji Jiwa as a local brand of coffee shop can provides a tasty with more reasonable price for Indonesian customers. Thus, this study was conducted to determine the effect of quality service, brand image, and customer satisfaction on customer loyalty in Janji Jiwa. The population used in this research were Janji Jiwa consumer in West Jakarta with number of respondents used in this study were 150 people using non-probability sampling techniques. The average of respondents were 22-35 years old and the average of coffee consumptions in a month was 3-7 times or as equal as once a week. The collective data were processed using SEM-PLS Program and tested all the hypothesis. The findings show that quality service, brand image and customer satisfaction have a positive influence on customer loyalty. The result of the study can be used as a reference for further development and increasing the number of sales on Janji Jiwa, especially on creating Customer Loyalty.*

Keywords: Quality Service, Brand Image, Customer Satisfaction, Customer Loyalty, Coffee