

ABSTRACT

This research aimed at finding how much the influence of product quality to the consumer satisfaction, consumer satisfaction for the consumers loyalty, the product quality against the consumers loyalty and the consumers satisfaction as a variable intervening between product quality with the consumers loyalty.

The sample collecting method used was purposive sampling. The respondents in the study were 110 customers Maxx Coffee Yogyakarta. This research used SPSS 16.0 as the analysis tool.

The result of the research showed that the product quality has a positive influence and significantly to the consumers satisfaction, consumers satisfaction has a positive influence and significantly affect to the consumers loyalty, then the product quality have a positive and significantly affect the consumers loyalty and the consumers satisfaction was not as variable intervening between product qualitu with the consumers loyalty.

Keywords: product quality, consumers satisfaction, consumers loyalty