

ABSTRACT

This study aims to examine the factors quality of any product that affects the level of customer loyalty in the coffee torabika Singkawang. The population in this study is the customers who had used or were using a coffee and a minimum torabika ever used.

Determination of the sample in this study is not random (non-probability) by the method of purposive sampling. With multiple linear regression analysis used to determine the effect of product quality variables namely Performance, Feature, Durability, Quality and Perceived Reability the hypothesized effect on customer loyalty.

The results of this study indicate that the Performance, Feature, Durability, Perceived Quality and Reability jointly influence customer loyalty. Partial Performance, Feature, Durability, Quality and Perceived Reability also affect customer loyalty in which variables most impact on customer loyalty is a variable feature reability followed by a variable, and the smallest influence on customer loyalty is a performance variable. The variables in this study are quite good in explaining customer loyalty.

*Keywords : performance, feature, durability, quality, perceived reability
quality product, customer loyalty*