



Do CSR, SERVICE QUALITY AND CUSTOMER SATISFACTION INFLUENCE BRAND LOYALTY?

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A B S T R A C T

The Corona Virus (Covid-19) has become a threat to all of us. The government has implemented various policies to prevent its spread, such as self-isolation, social distancing, and so on. The regulation turned out to pose a big threat to many companies, especially in the retail sector. To be able to survive in a pandemic condition, brand loyalty is one of the important factors to maintain company stability. This study aims to determine the effect of Corporate Social Responsibility, Service Quality, Customer Satisfaction, on Brand Loyalty, and to determine the effect of Service Quality on Customer Satisfaction in coffee shop brands from the US. The method used is descriptive quantitative with a total of 100 respondents from the Greater Jakarta. The findings show that Corporate Social Responsibility and Service Quality do not have a direct influence on Brand Loyalty, while Customer Satisfaction has a positive and significant relationship with Brand Loyalty. Meanwhile, Service Quality affects Customer Satisfaction positively and significantly.

Keywords: *CSR; Service Quality; Customer Satisfaction; Brand Loyalty*