



## **Antecedents of Satisfaction And Their Impact on Community Loyalty in Traditional Markets in Bali**

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### **Abstract**

This study aims to explain the effect of service quality and product quality on community loyalty to traditional markets in Bali which is mediated by satisfaction. The number of respondents that will be used is 100 people spread across Denpasar City, Badung Regency, Gianyar Regency and Tabanan Regency with a purposive sampling technique. Data collection using questionnaires and observations. The data were processed using the Partial Least Square (PLS) analysis tool. The results of this study are expected to contribute ideas for the management of traditional markets in Bali in the face of increasingly fierce competition. Providing quality services and selling quality products can increase community satisfaction with traditional market customers and foster loyalty to the existence of traditional markets in Bali.

**Keywords:** Service Quality, Product Quality, Satisfaction, Loyalty

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