

PENGARUH KUALITAS PRODUK, HARGA, DAN KEPUASAN TERHADAP LOYALITAS PELANGGAN

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ABSTRAK

Dalam era persaingan bisnis yang semakin ketat, perusahaan perlu mempertahankan loyalitas pelanggan untuk keberlanjutan usaha. Penelitian ini menganalisis pengaruh kualitas produk, harga, dan kepuasan terhadap loyalitas pelanggan pada CV. Kajeje *Food*. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode *accidental sampling* terhadap pelanggan yang pernah membeli minimal 2 kali. Analisis data dilakukan menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan, harga memiliki pengaruh signifikan dalam meningkatkan loyalitas pelanggan, kepuasan pelanggan secara signifikan memengaruhi loyalitas, dan ketiga variabel tersebut secara bersama-sama berpengaruh signifikan terhadap loyalitas pelanggan. Interaksi ketiga variabel menciptakan sinergi yang memperkuat komitmen konsumen, di mana kualitas produk menjadi fondasi kepercayaan, harga kompetitif meningkatkan aksesibilitas, dan kepuasan pelanggan berperan sebagai pengikat emosional.

Kata Kunci : Kualitas Produk, Harga, Kepuasan Pelanggan, Loyalitas

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SATISFACTION
ON CUSTOMER LOYALTY**

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ABSTRACT

In an era of increasingly fierce business competition, companies need to maintain customer loyalty for business sustainability. This study analyzes the effect of product quality, price, and satisfaction on customer loyalty at CV. Kajeye Food. The research uses a descriptive quantitative approach with accidental sampling method of customers who have bought at least 2 times. Data analysis was performed using multiple linear regression. The results showed that product quality has a significant effect on customer loyalty, price has a significant influence in increasing customer loyalty, customer satisfaction significantly affects loyalty, and the three variables together have a significant effect on customer loyalty. The interaction of the three variables creates a synergy that strengthens consumer commitment, where product quality becomes the foundation of trust, competitive pricing increases accessibility, and customer satisfaction acts as an emotional binder.

Keywords: Product Quality, Price, Customer Satisfaction, Loyalty