

ABSTRAK

Pengaruh Kualitas Produk dan Harga Terhadap Loyalitas Konsumen Distro Poison Stockroom Bandung

Beberapa konsumen distro Poison Stockroom Bandung cenderung membeli produk tergantung bagaimana kualitas produk nya, jika kualitas produk tersebut baik, maka konsumen merasa puas. Konsumen juga cenderung membandingkan harga di satu distro dengan distro lainnya. Harga produk di distro merupakan harga tetap yang tidak bisa ditawar lagi oleh konsumen. Penelitian ini dilakukan bertujuan untuk mengetahui, mendeskripsikan, dan menganalisis kualitas produk, harga, dan loyalitas konsumen, serta mengukur pengaruh kualitas produk dan harga terhadap loyalitas konsumen distro Poison Stockroom Bandung. Metode yang digunakan dalam penelitian ini adalah metode analisis dekriptif dan verifikatif. Populasi dalam penelitian ini adalah konsumen distro Poison Stockroom Bandung. Jumlah sampel dalam penelitian ini sebanyak 98 responden. Metode analisa yang digunakan dalam penelitian ini adalah analisis linier berganda pada taraf signifikansi sebesar 5%. Berdasarkan hasil penelitian secara parsial kualitas produk berpengaruh secara positif dan signifikan terhadap loyalitas konsumen dan harga berpengaruh secara positif dan signifikan terhadap loyalitas konsumen. Secara simultan kualitas produk dan harga berpengaruh positif dan signifikan terhadap loyalitas konsumen di distro Poison Stockroom Bandung.

Kata Kunci: Kualitas Produk, Harga, Loyalitas Konsumen

ABSTRACT

The Influence of Product Quality and Price on Distro Poison Stockroom Consumer Loyalty in Bandung

Some consumers of Poison Stockroom Bandung distro tend to buy products depending on the quality of the product, if the quality of the product is good then the consumer is satisfied. Consumers also tend to compare prices in one distribution with other distributions. The price of products in distributions is a fixed price that consumers can no longer bargain for. This research was conducted with the aim of knowing, describing, and analyzing product quality, price, and consumer loyalty, as well as measuring the effect of product quality and price on consumer loyalty in the Poison Stockroom Bandung distro. The method used in this research is descriptive and verification analysis method. The population in this study were consumers of the Poison Stockroom Bandung distro. The number of samples in this study were 98 respondents. The analytical method used in this study is multiple linear analysis at a significance level of 5%. Based on the results of the partial research, product quality has a positive and significant effect on consumer loyalty and price has a positive and significant effect on consumer loyalty. Simultaneously product quality and price have a positive and significant effect on consumer loyalty at the Poison Stockroom Bandung distribution.

Keywords : Product Quality, Price, Consumer Loyalty