

## **ABSTRACT**

*This study aims to analyze the effect of product quality, product availability and perceived price on purchase decision and the implications on customer loyalty. Customers of PT. Fumakilla Indonesia were taken as a case study. Both primary and secondary data were employed. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were gathered using questionnaire which were distributed to the target respondents. Using an accidental sampling technique, total respondents of 107 were gathered. Path analysis was employed in this study. The results showed that product quality, products availability and perceived price had a significant effect on purchasing decision. It was also found that product quality, products availability and purchasing decision had a significant effect on customer loyalty. At the managerial level, this study contributes to the PT Fumakilla Indonesia to improve product availability and quality of products if it wants to increase purchase decision and customer loyalty.*

*Keywords: Product Quality, Product Availability, Perceived Price, Decision Purchasing and Customer Loyalty.*



## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, ketersediaan produk dan persepsi harga terhadap keputusan pembelian dan implikasinya terhadap loyalitas pelanggan. Pelanggan dari PT. Fumakilla Indonesia diambil sebagai responden, baik data primer dan sekunder digunakan dalam penelitian. Data sekunder diambil dari berbagai sumber seperti jurnal, buku dan data lainnya. Data primer dikumpulkan menggunakan kuesioner yang didistribusikan pada target responden. Menggunakan teknik *accidental sampling*, total responden yang dikumpulkan sejumlah 107 responden. Analisis jalur diterapkan dalam penelitian ini. Hasilnya menunjukkan bahwa kualitas produk, ketersediaan produk dan persepsi harga memiliki pengaruh signifikan terhadap keputusan pembelian. Ditemukan bahwa kualitas produk, ketersediaan produk dan keputusan pembelian memiliki pengaruh signifikan terhadap konsumen loyal. Pada tataran manajerial, penelitian ini memberi sumbangan kepada PT Fumakilla Indonesia, untuk meningkatkan ketersediaan produk dan kualitas produk jika ingin keputusan pembelian dan loyalitas pelanggan meningkat.

Kata kunci : Kualitas Produk, Ketersediaan Produk Persepsi Harga, Keputusan Pembelian dan Loyalitas Pelanggan.

