

## ABSTRACT

*This study aimed to analyze the effect of product quality, perceived price, and promotion on purchase decision and the implications on customer loyalty. This research was descriptive quantitative. Both primary and secondary data were gathered. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were obtained using survey questionnaire which were distributed to the target respondents of customer investor magazine. Using purposive sampling technique, a total of 80 respondents were two stage path analysis. Path analysis was employed in this study. In the first stage, the results showed that both individually and simultaneously product quality, price, and promotion had positive and significant influence on purchase decision. Perceived price was found to have the highest influence on purchase decision. Similarly in the second stage, it was found that showed that both individually and simultaneously product quality, perceived price, and promotion had significant influence on customer loyalty. Promotion was found to have the highest influence on customer loyalty. It is suggested that in order to keep customer satisfied and loyal, firms should constantly improve product quality, perceived price, and promotion. In future research it is advised to include other variables such as: trust, corporate image, customer value, etc*

*Keywords: product quality, price, and promotion, purchase decision, and customer loyalty*

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## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian serta dampak kepada loyalitas pelanggan majalah investor. Penelitian ini merupakan penelitian deskriptif kuantitatif. Data yang dipergunakan merupakan data primer dan data sekunder. Data sekunder dikumpulkan dari berbagai macam sumber seperti jurnal, buku dan sumber-sumber lain yang telah dipublikasikan. Data primer dikumpulkan melalui survey yang disebarakan kepada pelanggan majalah investor. Metode pengambilan data menggunakan *purposive sampling* dengan jumlah sampel yang diperoleh sebanyak 80 responden. Metode yang digunakan dalam penelitian ini adalah analisis dua jalur, pada tahap pertama. Hasil penelitian menunjukkan bahwa baik secara individual maupun bersama-sama kualitas produk, harga dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. harga merupakan variabel yang paling besar pengaruhnya terhadap keputusan pembelian. Demikian pula di tahap kedua, hasil penelitian juga menunjukkan bahwa baik secara individual maupun bersama-sama kualitas produk, harga dan promosi berpengaruh positif dan signifikan terhadap loyalitas pelanggan. merupakan variabel yang paling mempengaruhi loyalitas pelanggan. Berdasarkan hasil penelitian, perlu untuk menjaga agar pelanggan tetap merasa puas dan loyal, perusahaan harus secara konstan meningkatkan kualitas produk, harga dan promosi. Untuk penelitian mendatang disarankan untuk mengikutsertakan variabel lain seperti: kepercayaan, Citra perusahaan, nilai pelanggan dan lain lain.

Kata kunci: Kualitas produk, harga, promosi, keputusan pembelian dan loyalitas pelanggan.

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