

## **ABSTRACT**

*This study aimed to examine and analyze Effects of Service Quality, Price Perception and Brand Image Workshop on Customer Loyalty at the Nissan Cimone Branch. Preliminary data from the study was a secondary data derived from Nissan Cimone and interviews. Research data derived from questionnaires distributed to the respondents. The sampling method used was convenience sampling for a reason of ease of data. The sample of 90 respondents from the total average attendance of 732, calculated with the formula Slovin. The analytical method used was multiple linear regression. The results showed, partially examined only variable service quality has a significant influence on customer loyalty, while variable price perception and brand image were not significant influence on customer loyalty. While simultaneously the variables quality of service, and brand image price perception had positive and significant impact on customer loyalty at the Nissan Cimone Branch. Quality of service was the variable with most influence on customer loyalty.*

*Keywords: Quality Service, Price Perception, Brand Image Workshop Customer Loyalty*



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## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis Pengaruh Kualitas Pelayanan, Persepsi Harga, dan Citra Merek Bengkel Terhadap Loyalitas Pelanggan di Nissan Cimone. Data awal penelitian merupakan data sekunder dari Nissan Cimone dan wawancara. Data penelitian berasal dari kuesioner yang dibagikan kepada responden. Metode sampling yang digunakan adalah *convenience sampling* dengan alasan kemudahan pengambilan data. Sampel berjumlah 90 responden dari total rata-rata pengunjung sebesar 732 yang dihitung dengan rumus Slovin. Metode analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan, secara parsial hanya variabel kualitas pelayanan yang mempunyai pengaruh signifikan terhadap terhadap loyalitas pelanggan, sedangkan variabel persepsi harga dan citra merek pengaruhnya tidak signifikan terhadap loyalitas pelanggan. Sedangkan secara simultan variabel kualitas pelayanan, persepsi harga dan citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Nissan Cimone. Kualitas pelayanan merupakan variabel yang paling besar pengaruhnya terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Pelayanan, Persepsi Harga, Citra Merek Bengkel Loyalitas Pelanggan

