

ABSTRACT

The study sought to establish and analyze the impacts of brand image, product quality and price perception toward customer loyalty of Xamthone Plus both partially and simultaneously. This statistic parametric study adopted a quantitative method that used a multiple linear regression in which the data were processed by SPSS 21 program. Sample size was 100 targeting customers as respondents. A structured questionnaire with Likert scale was used to collect data which consisted of 30 questions arranged based on indicators and dimensions derived from each independent variables. Findings of this study showed that brand image, product quality and price perception had significant effect both partially and simultaneously toward customer loyalty of Xamthone Plus

Keywords: *Brand Image, Product Quality, Price Perception, Customer Loyalty*



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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh variabel citra merek, kualitas produk dan persepsi harga terhadap loyalitas pelanggan Xamthone Plus baik secara parsial maupun simultan. Metode penelitian statistis parametrik ini menggunakan desain kuantitatif analisis regresi linier berganda yang kemudian pengolahan datanya diproses dengan program SPSS 21. Jumlah sampel yang menjadi responden sebanyak 100 pelanggan dan instrumen penelitian yang digunakan berupa kuesioner terstruktur dengan skala Likert; terdiri dari 30 pernyataan yang disusun berdasarkan indikator dan dimensi yang mendukung masing-masing variabel penelitian. Hasil penelitian menunjukkan bahwa citra merek, kualitas produk dan persepsi harga secara parsial dan simultan berpengaruh signifikan terhadap loyalitas pelanggan Xamthone Plus.

Kata Kunci: *Citra Merek, Kualitas Produk, Persepsi Harga dan Loyalitas Pelanggan*

