

ABSTRACT

The aim of this study is to examine and analyze the influence of price perception, service quality, product quality, brand image and personal selling to customer loyalty through customer trust. Research conducted at PT. GeneCraft Labs as an official distributor of Qiagen products in Indonesia. The population taken is industry, reseller, government or non profit organization that purchase Qiagen product in PT.GeneCraft Labs throughout 2013 until 2015. The sampling method is using census with the number of sample 186, the questionnaire can be used as much as 168. Structural Equation Model (SEM) is used to analyze the relationship between exogenous variables and endogenous variables. The result of this research is perception of price, quality of service and personal selling effect to customer loyalty through customer trust, while customer trust and price perception also have direct effect to customer loyalty.

Keywords: Price Perception, Service Quality, Product Quality, Brand Image, Personal Selling, Trust, Customer Loyalty



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh persepsi harga, kualitas pelayanan, kualitas produk, citra merek, *personal selling* terhadap loyalitas pelanggan melalui kepercayaan pelanggan. Penelitian dilakukan di PT. GeneCraft Labs sebagai distributor resmi produk Qiagen yang ada di Indonesia. Populasi yang diambil adalah industri, reseller, pemerintahan ataupun organisasi non profit yang melakukan pembelian product Qiagen di PT.GeneCraft Labs sepanjang tahun 2013 sampai dengan tahun 2015. Metode pengambilan sampel adalah menggunakan sensus dengan jumlah sampel 186, kuisioner yang bisa digunakan sebanyak 168. *Structural Equation Model* (SEM) digunakan untuk menganalisa hubungan antara variabel exogen dan variabel endogen. Hasil dari penelitian ini adalah persepsi harga, kualitas pelayanan dan *personal selling* berpengaruh terhadap loyalitas pelanggan melalui kepercayaan pelanggan, sedangkan kepercayaan pelanggan dan persepsi harga juga berpengaruh langsung terhadap loyalitas pelanggan.

Kata Kunci: Persepsi Harga, Kualitas Pelayanan, Kualitas Produk, Citra Merek, *Personal Selling*, Kepercayaan Pelanggan, Loyalitas Pelanggan

