

**ABSTRACT**

Title : *The Effect of Brand Image, Quality Product, and Price on Customer Loyalty Through Sunsilk Hijab Recharge Customer Satisfaction (Guided by Sugiyanto)*

Name : Ester Erina Talakua

Study Program : *Bachelor degree, Management Programme*

*The study aims to determine the effect of brand image, product quality, and price on Sunsilk Hijab Recharge customer satisfaction. Direct effect of brand image, product quality, price, and customer satisfaction on customer loyalty. The effect of brand image, product quality, and price on customer loyalty through customer satisfaction as an intervening variable. Sampling using the purposive sampling method and the determination of the number of sample using quota sampling to 195 respondents with the age limit of 17 years old and at least had made 2 times product repurchase in a week. The amount of questionnaire statements were 39 items consisting of 8 items of brand image statement, 13 items of product quality statement, 6 items of price statement, 6 items of customer satisfaction statement, and 6 items of customer loyalty statement. Data analysis techniques used in this research are descriptive analysis, validity test, reliability test, classic assumption test, and path analysis test. The research result based on path analysis test showed that brand image, and price have an effect on customer satisfaction while product quality had no effect because it was not significant. Brand image, product quality, price, and customer satisfaction have a direct effect to customer loyalty. The direct effect of brand image, product quality, and price is higher than the indirect effect, so the customer satisfaction is expressed as a pseudo intervening variable because there's an effect yet it's not too visible.*

*Keyword: Brand Image, Product Quality, Price, Customer Satisfaction, Customer Loyalty.*