

## ABSTRACT

**NANDA AZANIL YUNERI.** *Analisis Pengaruh Harga dan Kualitas Produk Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen: Study on Consumer Motorcycles Honda Vario Techno 125 PGM-FI In Tangerang City. Guided by Tantri Yanuar Rahmat Syah.*

This study has background the magnitude availability and demand of motorcycles particularly in kinds of matic in Indonesia, because kinds of matic motorcycles constitute transportation that easy, and also comfort without needs change of teeth and don't apply the clutch. The aim of this study, to determine the effect of price and quality product loyalty through customer satisfaction: Study on Consumer Motorcycles Honda Vario Techno 125 PGM-FI In *Tangerang* City.

In this study conducted by distributing questionnaires to consumers who buy their own and use their own Honda Vario Techno 125 PGM-FI in *Tangerang* City to analyze validity and reliability. As for sampling using convenience sampling and determination of the number samples for the study adjusted for the number of statement items were used. The data that have met the test of the validity and reliability are further analyzed by distributing questionnaires returned.

The results of the analysis showed that the two hypotheses are accepted from five proposed hypothesis. The hypothesis is accepted which have an influence on consumer satisfaction and consumer loyalty hypothesis that the two prices have an influence on consumer satisfaction.

Key words : Price, Product Quality, Consumer Satisfaction and Consumer Loyalty.