

ABSTRACT

Influence of Price and Quality Product To Customer Loyalty Through Customer Satisfaction. A study of Asus Laptop products at the Esa Unggul University. (guided by Tantri Yanuar Rahmat Shah).

The study was intended to the product quality and to know about the price to consumers through loyalty customer satisfaction from asus laptop products. This research was conducted at the University of Excellence, West Jakarta, with a total sample as much as eighty five respondents where sampling using cross sectional method.

From the results of the analysis that the price had a positive influence on consumer loyalty, and consumer satisfaction have a positive influence on consumer loyalty. It can be positive because Asus Laptop is one of the products most in demand by consumers, especially in Laptop Asus

Keywords: Price, Product Quality, Customer Loyalty, Customer Satisfaction.