

ABSTRACT

EKI ADITIYA SUHARLAN. Product Quality and Price Satisfaction Customer Loyalty Through Motorcycles Honda Scoopy in Cengkareng area. Advisored by Sugiyanto.

The magnitude of the availability and demand for motorcycles, especially the matic type in Indonesia but sales matic motorcycle with Honda Scoopy not be able to compete with others, especially follow matic Honda products with technology and speed provide are same. This research aims to determine the effect of product quality and price on loyalty through customer satisfaction: A case study on a motorcycle “Honda Scoopy” in Cengkareng, West Jakarta area.

As for determining the number of samples using a quota sampling of 120 people by purposive sampling. The data that has fulfilled test of validity and reliability of the analysis further by distributing questionnaires returned and carried out further analysis.

Results of the analysis showed that 5 accepted hypothesis from 7 proposed hypothesis. Accepted hypothesis is the quality of products have an influence on customer satisfaction, the price has an effect on customer satisfaction, product quality has an influence on loyalty, customer satisfaction has an effect on loyalty, and customer satisfaction can be regarded as an intervening variable of price and Loyalty.

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

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