

ABSTRACT

HAYATUN NUFUS, *The Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction on Pepsodent Toothpaste Territory East Cengkareng (supervisor by Sugiyanto).*

This study aims to determine the effect of product quality and price to customer loyalty through customer satisfaction on Pepsodent toothpaste . In this study, the independent variables consist of product quality and price while the dependent variable is customer loyalty and an intervening variable is customer satisfaction.

The method used in the sampling is non probability sampling method with the amount of sample required 130 respondents from the deployment of 26 statement questionnaire. The respondents of consumers who buy and use Pepsodent toothpaste. The analytical method used is path analysis.

The results showed that the quality of the product and the price effect on customer satisfaction. The product quality has no effect on customer loyalty. While price and customer satisfaction effect on customer loyalty in Pepsodent toothpaste.

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