

ABSTRACT

In Indonesia the trend of Muslim fashion is very loved by most women, Similarly Elzatta which has a modern concept to make a woman look more stylish and comfortable shirts. One effort that needs to be realized in the face of these conditions is to have a product innovation and a good price to keep consumers loyal to our company. Therefore, to make the customer loyal to the company, In this study there are three variables, namely Price (X1), Product Innovation (X2) and Customer Loyalty (Y). The sampling of the research was conducted using non probability sampling method, with the sample number of 100 respondents. This study aims to determine how much influence the independent variable to the dependent variable. The conclusion of this study is the variable Price has a percentage average of 80.1% This figure is obtained through 10 statements about the variable price, which means the position of the variable valued high value. While Product Innovation variables have an average percentage of 80.7% of this figure is obtained from the responses of respondents through 10 statements about the variable Product Innovation, which means the position of product innovation variable is considered high. Based on the quadratic R test this explains 27% Customer Loyalty is affected by Price and Product Innovation while 73% is influenced by other factors. Other factors that can affect Customer Loyalty can be in terms of promotion and others provided by the company.

Keywords: Price, Product Innovation, Customer Loyalty