

ABSTRACT

This research was conducted to determine the price and product quality towards consumer loyalty in the city of Bandung. The purpose of this research is to determine and analyze how the price and quality of products provided by Xiaomi to consumers, as well as the magnitude of the effect of product quality and price simultaneously and partially on consumer loyalty in the city of Bandung.

This research uses quantitative methods with descriptive and causal research types. Sampling was done by using non probability sampling method purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of the F-Test, Price, Product Quality together have a positive and significant effect on Consumer Loyalty in Bandung. Based on the results obtained by the author, the price response is 83.4% Product Quality 69.4% and Consumer Loyalty 80.4%

Keywords: *Price, Product Quality and Consumer Loyalty in Bandung.*