

ABSTRACT

The purpose of this research is to know and analyze the effect of product quality and price on customer loyalty for Ninetyx Perfume. The approach used is descriptive quantitative with a population of all consumers and the determination of the sample using non-probability sampling. The samples obtained amounted to 400 with the characteristics of customers who have made purchases at least twice and recommend products or services to others. The results of the research data analysis show that quality and price simultaneously influence loyalty with a value of 16.224 and a significance of $0.004 < 0,005$. Separately product quality has an influence on customer loyalty. Price has a significant influence on customer loyalty.

Key word: Customer Loyalty, Product Quality, Price.