

## ABSTRAK

**Hendy Rizal Oktavianto, 2022. Pengaruh Persepsi Harga, Kualitas Produk Dan Citra Merek Terhadap Loyalitas Pelanggan Dealer Yamaha Trisakti II.**  
Skripsi : Program studi manajemen, Fakultas ekonomi dan bisnis Universitas Wiraraja. Pembimbing : Syaiful Anwar, SE, MM.

Loyalitas pelanggan di artikan sebagai suatu kesetiaan. Kesetiaan ini diambil tanpa paksaan, tetapi timbul dari kesadaran sendiri pada masa lalu, loyalitas terbentuk karena adanya pengalaman dalam menggunakan suatu barang atau jasa.

Jenis penelitian ini adalah jenis penelitian kuantitatif. Dengan populasi yaitu pelanggan Dealer Yamaha Trisakti II. Teknik pengambilan sampel penelitian ini teknik non probability sampling. Pengumpulan data dilakukan dengan menggunakan teknik kuesioner. Analisis data yang digunakan adalah Uji Statistic Deskriptif, Uji Kualitas Data, Uji Asumsi Klasik, Uji Regresi Linear Berganda, Dan Uji Hipotesis.

Hasil penelitian ini menunjukkan bahwa persepsi harga, kualitas produk, dan citra merek berpengaruh secara simultan terhadap loyalitas pelanggan Dealer Yamaha Trisakti II Sumenep. Berdasarkan hasil Uji t menyatakan bahwa variabel persepsi harga berpengaruh positif dan signifikan secara parsial terhadap loyalitas pelanggan, variabel kualitas produk berpengaruh positif dan signifikan secara parsial terhadap loyalitas pelanggan, dan variabel citra merek berpengaruh positif dan signifikan secara parsial terhadap loyalitas pelanggan.

**Kata kunci:** Persepsi Harga, Kualitas Produk, Citra Merek, Loyalitas Pelanggan

## ABSTRACT

**Hendy Rizal Oktavianto, 2022. The Influence of Price Perception, Product Quality and Brand Image on Customer Loyalty of Yamaha Trisakti II Dealers.**  
Thesis : Management Study Program, Faculty of Economics and Business, Wiraraja University. Supervisor : Syaiful Anwar, SE, MM.

*Customer loyalty is defined as a loyalty. This loyalty is taken without coercion, but arises from self-awareness in the past, loyalty is formed because of experience in using an item or service.*

*This type of research is a type of quantitative research. The population is Yamaha Trisakti II Dealer customers. The sampling technique of this study was a non-probability sampling technique. Data collection was done by using a questionnaire technique. The data analysis used is descriptive statistical test, data quality test, classical assumption test, multiple linear regression test, and hypothesis testing.*

*The results of this study indicate that the perception of price, product quality, and brand image have a simultaneous effect on customer loyalty at Yamaha Trisakti II Sumenep Dealer. Based on the results of the t test, it states that the price perception variable has a positive and partially significant effect on customer loyalty, the product quality variable has a positive and partially significant effect on customer loyalty, and the brand image variable has a positive and partially significant effect on customer loyalty.*

**Keywords:** *Price Perception, Product Quality, Brand Image, Customer Loyalty*