

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk dan Citra Merek Terhadap Loyalitas Pelanggan PT Astra Honda Motor di Kota Bandung. Analisisnya pelanggan adalah Produk dari PT Astra Honda Motor di Kota Bandung. Metode penelitian deskripsi verifikasi, uji hipotesis, regresi linier berganda, riset teknik pengumpulan data, riset lapangan, kuisioner, riset kepustakaan. Jumlah sampel 100 orang responden. Dari hasil penelitian didapat hasil Kualitas Produk terhadap Loyalitas Pelanggan berpengaruh positif antara Kualitas Produk terhadap Loyalitas Pelanggan. Dan hasil penelitian berikutnya didapatkan hasil Citra Merek terhadap Loyalitas Pelanggan berpengaruh positif antara Citra Merek Terhadap Loyalitas Pelanggan. Penelitian ini dihitung dengan menggunakan Aplikasi SPSS, Aplikasi SPSS adalah Software statistic berupa perluasan analisis, analisis bervariasi, dengan keamanan bisnis. Dalam SPSS, data didapat dari hasil penelitian. Dengan Aplikasi SPSS dapat lebih mudah untuk mendapatkan data dengan berbagai perbedaan variabel type.

Keyword : Kualitas Produk, Citra Merek dan Loyalitas Pelanggan

ABSTRACT

This research aims to determine the influence of product quality and brand image on customer loyalty of PT Astra Honda Motor in Bandung City. Basically the customer is a product from PT Astra Honda Motor in Bandung City. Verification description research methods used hypothesis testing, multiple linear regression, research data collection techniques, field research, questionnaires, and library research. Jump to a sample of 100 respondents. From the research results, it was found that Product Quality on Customer Loyalty had a positive effect between Product Quality and Customer Loyalty. And the results of the next research showed that Brand Image on Customer Loyalty had a positive effect on Brand Image on Customer Loyalty. This research was calculated using the SPSS application. The SPSS application is statistical software in the form of expanded analysis, varied analysis, with business security. In SPSS, data is obtained from research results. With the SPSS application, it is easier to obtain data with various different types of variables.

Keywords: Product Quality, Brand Image, and Customer Loyalty