

## RINGKASAN

Penelitian ini berjudul “Pengaruh Citra Merek, Kualitas Pelayanan, dan Persepsi Harga Terhadap Loyalitas Pelanggan pada PT. Orindo Alam Ayu (Oriflame) Purwokerto ”. Tujuan penelitian untuk menganalisa pengaruh citra merek, kualitas pelayanan dan persepsi harga terhadap loyalitas pelanggan pada PT. Orindo Alam Ayu (Oriflame) di Purwokerto. Hipotesis dalam penelitian ini adalah citra merek memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Persepsi harga memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan.

Populasi dalam penelitian ini adalah pelanggan pada PT. Orindo Alam Ayu (Oriflame) di Purwokerto. Teknik pengambilan sampel menggunakan purposive sampling dengan sampel sebanyak 100 responden. Analisis data menggunakan regresi linier berganda dan pengujian hipotesis menggunakan uji t. berdasarkan analisis statistik diperoleh persamaan regresi  $Y = 0,004 + 0,735 X_1 + 0,279 X_2 + 0,956 X_3 + e$ . Hasil pengujian hipotesis adalah pertama yang menyatakan citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan, diterima. Hipotesis kedua yang menyatakan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, diterima. Hipotesis ketiga yang menyatakan persepsi harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, diterima. Hal ini berarti bahwa meningkat atau menurunnya loyalitas pelanggan antara lain dipengaruhi variabel citra merek, kualitas pelayanan dan persepsi harga.

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

## **SUMMARY**

*This study entitled "The Influence of Brand Image, Service Quality, and Price Perception on Customer Loyalty at PT. Orindo Alam Ayu Purwokerto". The purpose of the study was to analyze the effect of brand image, service quality and price perception on customer loyalty at PT. Orindo Alam Ayu in Purwokerto. The hypothesis in this study is that brand image has a positive and significant influence on customer loyalty. Service quality has a positive and significant influence on customer loyalty. Price perception has a positive and significant influence on customer loyalty.*

*The population in this study were customers at PT. Orindo Alam Ayu in Purwokerto. The sampling technique used purposive sampling with a sample of 100 respondents. Data analysis using multiple linear regression and hypothesis testing using t test. based on statistical analysis obtained the regression equation  $Y = 0.004 + 0.735 X1 + 0.279 X2 + 0.956 X3 + e$ . The results of hypothesis testing are the first which states that brand image has a positive and significant effect on customer loyalty, accepted. The second hypothesis which states that service quality has a positive and significant effect on customer loyalty, is accepted. The third hypothesis which states that price perception has a positive and significant effect on customer loyalty, is accepted. This means that the increase or decrease in customer loyalty is influenced by, among others, brand image variables, service quality and price perceptions.*

*Keywords: Brand Image, Service Quality, Price Perception, Customer Loyalty.*