

PENGARUH KEPUASAN KONSUMEN, HARGA, KUALITAS PRODUK, DAN
PROMOSI TERHADAP LOYALITAS MEREK ALAT ANGKAT/CRANE XYZ
PADA PT. ABC

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This thesis aim to find out how customer satisfaction, price, product quality, and promotion will influence people's brand loyalty of crane XYZ at PT.ABC. Using qualitative analysis with total 43 samples. Also using non probability sampling, it is purposive sampling, the samples are chosen by their position on PT.ABC customer. The data collection is using questionnaire with likert scale (1 - 5). Pre-test questionnaire is for checking the validity and reliability test. The analysis method is multiple regression.

The analysis is required tests as multicollinearity, heteroscedasticity, and normality. These indicators will show that every variable have their own impact, which have a significant or not significant to influence the brand loyalty of crane XYZ . R value is 0,604, shows a strong and positive relation between independent variable such as customer satisfaction, price, product quality, and promotion have dependent variable brand loyalty. R square is 0,365 shows that 36,5% of customer satisfaction, price, product quality, and promotion will affect to brand loyalty of crane XYZ at PT.ABC and the 63,5% is from other variable out of the model above.

Keyword : customer satisfaction, price, product quality, promotion, brand loyalty, crane