

## **ABSTRAK**

Penelitian bertujuan menganalisis pengaruh kualitas produk, harga dan pelayanan terhadap loyalitas pelanggan Dienz Photography. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh pelanggan studio foto Dienz Photography. Sampel yang digunakan sebanyak 100 pelanggan. Alat analisis menggunakan regresi linier berganda. Analisis regresi menunjukkan bahwa kualitas produk, harga dan pelayanan memiliki nilai koefisien positif, yang berarti semua variabel independen berpengaruh positif terhadap produktivitas kerja. Hasil penelitian ini membuktikan bahwa kualitas produk, harga dan pelayanan memiliki pengaruh positif signifikan terhadap loyalitas pelanggan. Hasil tersebut menunjukkan jika kualitas produk, harga dan pelayanan semakin baik maka loyalitas pelanggan akan semakin meningkat. Harga adalah variabel yang memiliki pengaruh paling besar dibandingkan variabel kualitas produk dan pelayanan.

Kata kunci: kualitas produk, harga, pelayanan dan loyalitas pelanggan

## **ABSTRACT**

*The purpose of this research is to analyze the influence of product quality, price and service to the customer loyalty at Dienz Photography. This type of research is descriptive quantitative and research design is explanatory. The population in this study are all Dienz Photography customers. The samples used were 100 respondents, using the technique of purposive sampling. The analysis tool using multiple linear regression. Regression analysis showed product quality, price and service have a positive influence to the customer loyalty. The results of this study prove that the product quality, price and service have a positive and significant influence on customer loyalty. This results indicate if the product quality, price and service are increasing, it will result in increased customer loyalty. Price is the variable that has the greatest influence on customer loyalty, compared to variable product quality and service.*

*Key words: Product quality, price and service and customer loyalty*