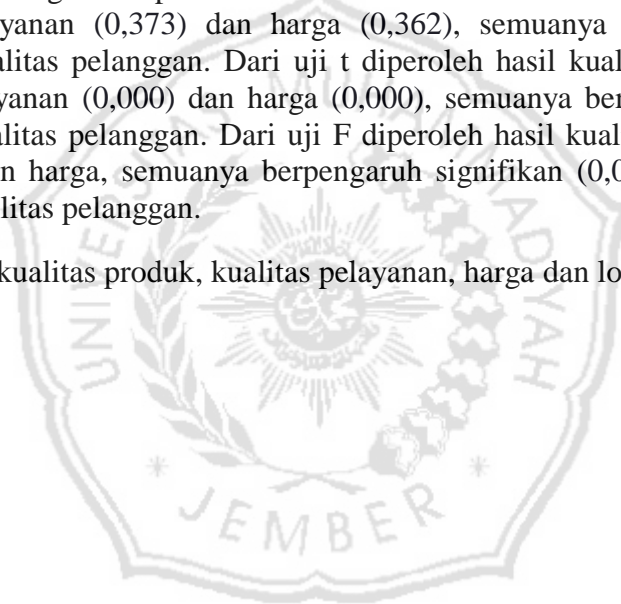


## ABSTRAK

Penelitian ini dilakukan pada pelanggan Larissa Aesthetic Center Jember. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap loyalitas pelanggan Larissa Aesthetic Center Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 94 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas dan uji linearitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel kualitas produk (0,227), kualitas pelayanan (0,373) dan harga (0,362), semuanya berpengaruh positif terhadap loyalitas pelanggan. Dari uji t diperoleh hasil kualitas produk (0,002), kualitas pelayanan (0,000) dan harga (0,000), semuanya berpengaruh signifikan terhadap loyalitas pelanggan. Dari uji F diperoleh hasil kualitas produk, kualitas pelayanan dan harga, semuanya berpengaruh signifikan (0,000) secara simultan terhadap loyalitas pelanggan.

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



## ABSTRACT

*This research was conducted on customer of Larissa Aesthetic Center Jember. This study aims to determine the effect of product quality, service quality, and price to customer loyalty Larissa Aesthetic Center Jember. In this research the data collected by means of aids in the form of observation, interview and questionnaire to 94 respondents with purposive sampling technique, which aims to know the perception of respondents to each variable. The analysis used included data instrument test (validity test and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test and linearity test), and hypothesis test (F test, t test, coefficient of determination ). From the results of analysis using regression can be seen that product quality variables (0.227), service quality (0.373) and price (0.362), all have a positive effect on customer loyalty. From t test, product quality result (0,002), service quality (0,000) and price (0,000), all have a significant effect on customer loyalty. From F test, the result of product quality, service quality and price, all have significant influence (0,000) simultaneously to customer loyalty.*

*Keywords: product quality, service quality, price and customer loyalty*

