

ABSTRACT

So this study aims to know and explain how much the influence of product quality and fairness Price on Customer Loyalty MayOutfit Bandung. The variables used in this study are Product Quality (X1), with its dimensions are Performance, Features, Conformity to specifications, Resilience, Reliability, Serviceability, aesthetics, perceived quality. Fairness Price (X 2) with dimensions of price suitability with product quality, consumer affordability, references fairness level of prices with dependent variable Customer Loyalty with dimensions that is, make a repeat purchase, buy another product from the same manufacturer, Recommend to others, show immunity from the attractiveness of the product similar to competitors.

The research method used is a quantitative method with a type of research used are partial and causal. The data analysis method used in this research is descriptive analysis method and multiple linear regression analysis. For the population of MayOutfit Bandung customers who know of MayOutfit products. Sampling is done by non-probability sampling method with samples as many a population of 100 respondents.

Based on the results of the Independent Variable analysis (X) which consists of Product Quality (X 1) and Fairness of Price (X 2), together or simultaneously have a significant effect on MayOutfit Customer loyalty. While the magnitude of the influence of Independent Variables (X) which consists of Product Quality (X 1) and Fairness of Price (X 2) for variables Customer Loyalty dependent (Y) can be seen from the calculation of the Determination Coefficient (R^2), that is equal to 0.612 or 61%. While the remaining 39% is influenced by factors others were not examined in this study.

Keywords: Product Quality, Price Fairness, Customer Loyalty