

## **ABSTACT**

*The level of consumer loyalty to PT Dyantara Cipta Persada's furniture products is still low compared to competitors. In addition to customer loyalty which is a serious problem, PT Dyantara Cipta Persada also has problems with pricing that is considered too expensive by its consumers, and the quality of products from PT Dyantara Cipta Persada itself, even though they have used the best quality, consumers are still in doubt because the main problem is the company prices its furniture products high because the quality used is the best quality. This research aims to determine whether the problem of price and product quality in PT Dyantara Cipta Persada's furniture products is an influence on the customer loyalty problem of PT Dyantara Cipta Persada, which has customers with a tendency to often feel hesitant to buy PT Dyantara Cipta Persada's furniture products and not loyal in using PT Dyantara Cipta Persada's furniture products. The data collection method was carried out by distributing questionnaires through social media to PT Dyantara Cipta Persada's consumers who had purchased furniture products from PT Dyantara Cipta Persada. From the distributed questionnaires, obtained 100 valid questionnaires. The sampling technique used is non probability sampling, purposive sampling. Based on the results of multiple regressions, variable price and product quality on customer loyalty of PT Dyantara Cipta Persada, the conclusion is that price variables have a positive effect on customer loyalty by 86.68% and product quality variables have a positive effect on consumer loyalty PT Dyantara Cipta Persada at 85.98 %. From the results of these studies, researchers provide suggestions to the PT. Dyantara Cipta Persada, to review more affordable prices for consumers, continues to innovate to improve its products so that they can compete in the Indonesian market.*

**Keywords: Customer Loyalty, Price, Product Quality**