

ABSTRACT

One kind of businesses that can develop and survive in this era is a wholesale business that sells groceries as well as other daily necessities. Frozen food stores become one of the people's choices in meeting their daily food needs. Frozen food Hutagaol store has its own system in serving customers. This store's service has several differences from the service at other frozen food stores. This study aims to determine the effect of service quality and price on customer loyalty.

The research method used is the quantitative research method by doing data collection and online questionnaires distribution through social media, obtaining as many as 150 respondents. The sampling technique used is the non-probability sampling, that is the judgement or purposive sampling. This study also uses the Likert Scale to describe variables into variable indicators. Research data were processed using SPSS software version 26.

The result of this study are that service quality had a positive and significant influence on customer's loyalty and price also had a positive and significant influence on customer's loyalty.

Keywords: *Service Quality; Price; Customer's Loyalty; Frozen food Hutagaol Store*