

## ABSTRACT

Indonesia is one country with a fairly high level of cigarette consumption being ranked third highest in the world and PT HM Sampoerna Tbk as the ruler of the national cigarette sales market share in 2020. And this is evidenced by the pre-survey conducted that Sampoerna is the choice of the majority of respondents, reasons obtained from the pre-survey besides choosing PT HM Sampoerna Tbk the two highest are in price and quality, the conclusion obtained from the pre-survey that the price factor and product quality have not met the needs and desires of consumers to be loyal. Therefore, this study aims to analyze how the Effect of Price and Product Quality on Consumer Loyalty of PT HM Sampoerna Tbk. This study uses a quantitative approach with descriptive and associative causal research types. The hypothesis in this study is to determine whether there is a significant influence on price and product quality partially or simultaneously. The sampling technique in this study was 100 respondents who met the criteria with non-probability sampling techniques with purposive sampling methods. Data were analyzed by descriptive analysis and multiple linear regression analysis using IBM SPSS Version 25 software. Based on the results of descriptive analysis, the overall price variable is in a good category. The overall Product Quality variable is in a good category. And the overall Consumer Loyalty variable is in a good category. From the results of the t-test, Product Price and Quality have a partial and significant effect on Consumer Loyalty. In the F test results, Price and Product Quality simultaneously have a positive and significant effect on Consumer Loyalty. The results of multiple linear regression analysis on the effect of Price and Product Quality on Consumer Loyalty amounted to 68.1% and the remaining 31.9% were influenced by other variables that were not studied in this study.

**Keywords:** Marketing, Price, Product Quality, Consumer Loyalty.