

Abstract: The objective of this research is to know the effect of perception of quality, brand image and perception of price towards customer loyalty through customer trust and customer satisfaction as connecting variables. The research model is quantitative approach through survey of 60 customers from three automotive manufacturing company. The sampling method is purposive sampling. Hypotesis test result shows that there is significant effect between perception of quality, brand image and perception of price toward customer trust. There is significant effect between brand image and perception of price toward customer satisfaction, but there is no significant effect between perception of quality toward customer satisfaction. There is no significant effect between customer trust toward customer loyalty but there is significant effect between customer satisfaction toward customer loyalty. Based on the results, the company needs to do effective marketing strategies by using 4P's (product, price, place, promotion) to make good impression of perception of quality it self and maintain good relationship with customer's management and set up factory in Indonesia to make customer more loyal to use the products .

Keywords: quality, brand, price, trust, satisfaction, loyalty

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kualitas, citra merek dan persepsi harga terhadap loyalitas pelanggan melalui kepercayaan pelanggan dan kepuasan pelanggan sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif melalui survei kepada 60 responden di tiga perusahaan manufaktur otomotif. Metode pengambilan sampel adalah purposive sampling. Hasil uji hipotesis menunjukkan terdapat pengaruh signifikan antara persepsi kualitas, citra merek dan persepsi harga terhadap kepercayaan pelanggan, selain itu terdapat pengaruh signifikan antara citra merek dan persepsi harga terhadap kepuasan pelanggan, namun kurang berpengaruh signifikan antara persepsi kualitas dengan kepuasan pelanggan dan kepercayaan pelanggan kurang berpengaruh signifikan terhadap loyalitas pelanggan, namun kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Berdasarkan hasil uji hipotesis yang kurang signifikan, perusahaan perlu melakukan kegiatan pemasaran yang efektif dengan menggunakan 4P (product, price, place, promotion) untuk membuat persepsi kualitas yang bagus. Selain itu agar pelanggan lebih loyal terhadap produknya, perusahaan harus meningkatkan hubungan bisnis dengan manajemen pelanggan dan merealisasikan pembangunan pabrik di Indonesia.

Kata kunci: kualitas, merek, harga, kepercayaan, kepuasan, loyalitas