THE EFFECT OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE TOWARD CUSTOMER LOYALTY WITH THE MEDIATION OF CUSTOMER SATISFACTION ON PERSONAL CARE PRODUCT OF UNILEVER INDONESIA IN SURAKARTA

Research Paper

Submitted a Partial Fulfillment of the Requirements for Getting Bachelor Degree of Management Economic in Economic and Business Faculty

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FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH SURAKARTA
2019
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Stating correctly that the thesis I made and submitted is my own work, except the quotations and summaries that all of which I have already explained the sources. If in the future it is proven and or can be proven that this thesis is a copy, then I am willing to accept any sanctions from the Faculty of Economics and Business or the degree and certificate given by Universitas Muhammadiyah Surakarta is cancelled.

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Who make a statement,

Aprinda Pramesтика Sari
MOTTO

“And do not despair from Allah’s grace. Surely there is no break from the grace of Allah but those who are kufr” (QS. YUSUF : 87)

"Time is like a sword. If you don't use it well (to cut), then it will use you (to be cut off)." (HR. Muslim)

“The world is 3 days: As for yesterday, it has vanished along with all that was in it. As for tomorrow, you may never see it. As for today, it is yours, so work on it.”

— Hasan Al-Basri
DEDICATION

Bismillahirrohmaanirrohim

I present my research paper with full of love for:

- Allah SWT, the Almighty who provides convenience, fluency, health, fortune, and His blessing, so I can finish my research paper without any significant obstacles.

- Rasulullah SAW, may sholawat and greetings always be poured out on him the Prophet Muhammad, his family and friends.

- My beloved parents, Mr. Suroto, Mrs. Sri Mursiti with all my respect and my devotion, thank you for all the love, support, sacrifice, sincerity that has never been broken. For all advice and motivation so that I can finish this final project well.

- For Mrs. Soepatini, SE., M.SI., Ph.D as a supervisor who has been patient in providing guidance, advice, and encouragement so that I was able to finish this research paper.
ACKNOWLEDGE

Bismillahirrohmaanirrohim

By delivering praise to Allah SWT who has been delegated all the graces, favors and His guidance so that I can finish this paper on the title The Effect of Product Quality, Price, and Brand Image Toward Customer Loyalty with the Mediation of Customer Satisfaction on Personal Care Product of Unilever Indonesia in Surakarta to fulfill the final project and completes the bachelor study at the Faculty of Economics, Departement of Management, the Universitas Muhammadiyah Surakarta.

This study aims to determine the extent to which product quality, price, and brand image affect customer satisfaction, and customer satisfaction with customer loyalty to users of Unilever Indonesia’s body care product in Surakarta. By knowing this effect, it can be illustrated that Unilever Indonesia’s body care products in Surakarta are successful and effective for consumers.

In an effort to resolve this thesis, the author is fully aware of the limitations of time, knowledge, and costs so that without the help and guidance of all the parties are not likely to succeed well. Therefore, on this
occasion it is not excessive if the authors would like to thank the honorable:

1. Mrs. Soepatini, SE. M.Si., Ph.D, as supervisor who has given permission, time, direction, and guidance to the author, so the author can finish writing this final project.

2. The lecturers and employee of the Economics Faculty, Universitas Muhammadiyah Surakarta, thank you for the help and support.

3. Both of my parents, who always giving me the best effort of them from time, energy, pray, love, support, and motivation that given to me since the author child until now.

4. And to all parties, which do not involve the writing of this, but they provide support and motivation to be able to resolve this research well.
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Abstrak

Kata Kunci: Kualitas Produk, Harga, Citra Merek, Kepuasan Pelanggan, Kesetiaan Pelanggan.

Abstract
This study aims to analyze the effect of product quality, price, and brand image on customer satisfaction, and the influence of customer satisfaction on customer loyalty. In this study, the sampling technique used was a purposive technique in which a total sample of 108 Surakarta residents who had consumed Unilever Indonesia's self-care products at least three times. Analysis of the model used is multiple regression and multiple tests to determine the effect of customer satisfaction on customer loyalty. The results showed that product quality, price, and brand image significantly influence customer satisfaction. This is proven by the F test with a significance value of 0.000. In addition, customer satisfaction is proven to mediate product quality, price, and brand image to customer loyalty. This is evidenced by the sobel test with a calculated value greater than the table value.

Keywords: Product Quality, Price, Brand Image, Customer Satisfaction, Customer Loyalty.