

SUMMARY

This research entitled: Influence of price, perception of quality, and brand image, of Consumer Satisfaction And Its Influence On Consumer Loyalty Xiaomi brand smartphone Products At University Student General Soedirman.

The purpose of this study is to determine the influence of price, quality perception, and brand image Against Consumer Satisfaction And Its Influence On Consumer Loyalty Xiaomi brand smartphone products At University Students General Soedirman.

The sample of this research is 100 respondents from student population of Jenderal Soedirman University who use Xiaomi brand smartphone with sampling using purposive sampling technique.

The hypothesis proposed is price, perception of quality, and brand image have positive influence to Consumer Satisfaction and its influence to Consumer Loyalty.

The analytical used is gradual regression analysis with test of determination (R^2), Test F, Test t.

Based on the research results can be concluded that price, perception of quality, and brand image, have a positive influence on Consumer Satisfaction and Consumer Satisfaction has a positive influence Consumer Loyalty.

Keywords: price, quality perception, brand image, Consumer Satisfaction, and Consumer Loyalty.