

ABSTRAK

Penelitian yang telah dilakukan salah satunya bertujuan untuk mengkaji dan memperoleh bukti empiris pengaruh harga produk, kualitas produk, harapan pelanggan dan citra merek terhadap kepuasan pelanggan laptop Acer. Jumlah sampel dalam penelitian ini, yaitu 150 responden dengan teknik penarikan sampel menggunakan *systematic random sampling*. Skala yang digunakan, yaitu skala Likert dengan nilai 1 sampai 5. Data-data tersebut kemudian diolah dan dianalisis menggunakan *Structural Equation Modeling*. Ada tujuh hipotesis yang positif dan signifikan, antara lain kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harapan pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, harapan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan dan citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Hasil dari penelitian ini model akhir dengan nilai *chi square* sebesar 101,479 dan probabilitas sebesar 0,154. Artinya, model secara keseluruhan dikatakan fit.

Kata Kunci: harga produk, kualitas produk, harapan pelanggan, citra merek, kepuasan pelanggan dan loyalitas pelanggan

ABSTRACT

This research has been done in order to examine and to get the proof about the influence of product price, quality product, and customer expectations concerning Acer's laptop. The number of samples and this research 150 respondents by applying random sampling systematic. Then, the scale which is used is likert scale with the value 1 to 5. Later on, the data is processed and analyzed by using Structural Equation Modeling. There are seven positive and significant hypotheses, such as the quality of product gives positive and significant influence of customer satisfaction, customer expectations gives positive and significant influence of customer satisfaction, brand image gives positive and significant influence of customer satisfaction, customer satisfaction gives positive and significant influence of customer loyalty, quality of products gives positive and significant influence toward the customer's loyalty through their satisfaction, customer expectations gives positive and significant influence toward the customer's loyalty through their satisfaction, dan brand image gives positive and significant influence toward the customer's loyalty through their satisfaction. The output of this research in the final model with chi square 101,479 and the probability is 0,154. Thus, it means that the model overall fit.

Keywords: *product price, quality product, customer expectations, brand image, customer satisfaction and customer loyalty*