

## **ABSTRACT**

### ***The Influence of Product Quality, Brand Image, and Price on Consumer Loyalty toward Pepsodent***

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*This study aims to determine the influence of product quality, brand image, and price on consumer loyalty to Pepsodent products. In an increasingly competitive business environment, companies need to understand the factors that can build consumer loyalty. This research uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents who are Pepsodent users. The collected data were analyzed using multiple linear regression. The results show that product quality, brand image, and price have a positive and significant effect on consumer loyalty. Good product quality makes consumers feel satisfied and confident to continue using the product. A strong brand image fosters a sense of pride and emotional attachment to the brand. A price that matches the product's quality also becomes an important consideration in creating loyalty. In conclusion, these three variables collectively contribute significantly to increasing consumer loyalty toward Pepsodent..*

**Keywords:** Product Quality, Brand Image, Price, Consumer Loyalty Pepsodent