

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE DECISION TO PURCHASE AN Iphone SMARTPHONE IN SOUTH TANGERANG

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This research aims to investigate the influence of economies of scale, product quality and price on consumer loyalty towards Andika Kue-Kue, one of the main players in the cake industry in Indonesia. Rapid business transformation, driven by developments in information and communication technology, as well as increasingly fierce competition in the era of globalization, means that a deep understanding of consumer behavior is the key to company success and growth. In this research, quantitative methods were used. positivistic-based quantitative methods (concrete data), and the data consists of numbers that will be measured to reach conclusions about the problem being studied. Statistics are used as a calculation test tool. This type of study uses a causal associative approach. Associative causal, the results of this research can be used for practices that occur in the field, that economies of scale and product quality can influence product pricing which will also have an impact on customer loyalty from the company. Economies of Scale are able to make customers decide to buy company products through product quality considerations. Good product quality can make customers decide to purchase company products. With these results, product prices can be used as a reference to see the company's customer loyalty. Through the research results obtained by researchers regarding the influence of economies of scale, quality and price on Andika Kue-Kue products on consumer loyalty, the following results were obtained. 1. Economies of Scale have no significant effect on Consumer Loyalty to Andika Kue-Kue. 2. Product quality has a significant effect on consumer loyalty to Andika Cakes. 3. Product price has a significant effect on customer loyalty to Andika Cakes. 4. Economies of scale have a significant effect on product prices at Andika Cakes. 5. Product quality has a significant effect on product prices at Andika Cakes. 6. Economies of Scale have no significant effect on Customer Loyalty which is mediated by Product Prices at Andika Cakes. 7. Product quality has a significant effect on customer loyalty which is mediated by the product price at Andika Kue-kue.

Keywords: Economies of Scale, Quality, Loyalty, Price