

ABSTRACT

The Influence of Product Quality and Price on Competitive Advantage Generating Consumer Loyalty in Panam Coffee

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This research aims to examine the influence of product quality, price, competitive advantage and consumer loyalty. Several studies have found differences in product quality and price on consumer loyalty with competitive advantage as an intervening variable. This research uses quantitative methods, with the research object being consumers who have come to Kopi Panam. In this research, purposive sampling was used as a sampling method for 166 samples. This data was collected through questionnaires and Structural Equation Modeling (SEM) data analysis techniques based on Partial Least Square (PLS) with processing using SmartPLS Version 3.0 software. The results of this research show that product quality has a positive and significant effect on consumer loyalty, price has no effect on consumer loyalty, product quality has a positive and significant effect on competitive advantage, price has a positive and significant effect on competitive advantage, competitive advantage has a positive and significant effect on loyalty consumers, product quality has a positive and significant effect on consumer loyalty through competitive advantage as mediation, price has a positive and significant effect on consumer loyalty through competitive advantage as mediation.

Keywords: Product Quality, Price, Competitive Advantage, Consumer Loyalty, Panam Coffee