

# The Influence of Product Quality and Price on Customer Satisfaction through Loyalty to the Company

Herawati Herawati<sup>1,a,\*</sup>, Junaidi Junaidi<sup>2,a</sup>

<sup>a</sup>Muhammadiyah University of Palopo, South Sulawesi

\*herawatikurniawan742@gmail.com

**Abstract.** This research was made with the aim to determine the effect of product quality, price, brand loyalty and customer satisfaction. The population used in this study were customers of four-wheeled vehicle dealers in Palopo City. The number of questionnaires processed in this study were 516 respondents. To test the hypothesis, the researcher used a structural equation modeling (SEM) approach using AMOS and SPSS software. The results of the research that has been done show obtaining data, namely price has a significant effect on brand loyalty, brand loyalty has a positive effect on customer satisfaction and quality has no significant effect on brand loyalty.

**Keywords:** quality, price, brand loyalty, customer satisfaction