

Abstrak

Loyal customers must be maintained because it is a competitive strategy for the company. In the previous study, showed that there was a significant influence on quality perception on customer satisfaction in creating brand loyalty. The purpose of this study is to analyze the perception of product quality has a significant influence on consumer loyalty, analyzing the perception of product quality has a significant influence on consumer loyalty mediated consumer satisfaction, analyzing the perception of product quality has a significant influence on consumer loyalty mediated perceptions of consumer value. The population used in this study were all Toyota consumers from the Nasmoco Janti dealers. The samples used in this study are some of Toyota's customers from Nasmoco Dealers. Sampling is done by the judgment sampling method, which is sampling based on the wisdom of the researcher. Data analysis techniques using PLS. The results of this study indicate the perception of product quality has a significant influence on consumer loyalty, the perception of product quality has a significant influence on consumer loyalty mediated consumer satisfaction, analyzing the perception of the quality of the product has a significant influence on consumer loyalty mediated perceptions of consumer value.