

***THE EFFECT OF PRODUCT QUALITY, PRICE, AND
BRAND IMAGE ON CONSUMER LOYALTY OF
MORFEEN PRODUCTS IN MALANG CITY***

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ABSTRACT

This study aims to analyze the effect of product quality, price, and brand image partially and simultaneously on consumer loyalty of Morfeen products in Malang City. This research uses multiple linear regression analysis. The results show that product quality and price have a positive but not significant effect on consumer loyalty, while brand image has a positive and significant effect on consumer loyalty. Simultaneously, the three variables product quality, price, and brand image have a significant effect on consumer loyalty, with a significance value of $0.000 < 0.05$ and an F-value of 13.348. In addition, the Adjusted R Square value of 0.487 indicates that 48.7% of the variation in consumer loyalty can be explained by these three variables, while the remaining 51.3% is influenced by other factors outside this study.

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