ABSTRACT

The large number of business ventures in the food and beverage industry this time has caused business competition to become increasingly tight. Therefore, each company is required to be able to make the right business strategy in order not to lose competitiveness, so that customers remain satisfiedand can improve the customer loyalty. The study aims to analye the influence of price perception, promotion, and product quality to the customer satisfaction that affecting in the customer loyalty of PT Kartika Polaswati Mahardika. There are 110's customer of PT Kartika Polaswati Mahardika in grobogan district at least make product purchases twice, that selected to become object of this research.

The sampling method used on this research to collect the data is purposive purposive sampling technique. The data were obtained by conducting a survey to 110 customer of PT Kartika Polaswati Mahardika that chosen based on regulation. The data analysis is done by using Structural Equation Modelling (SEM) with AMOS program 24.0 version.

The results indicate that the seven proposed hypothesis are acceptable. The accepted hypothesis are hypothesis 1(there is positive significant between price perception to customer satisfaction), hypothesis 2 (there is positive significant between promotion to customer satisfaction), hypothesis 3 (there is positive significant between product quality to customer satisfaction), hypothesis 4 (there is positive significant between price perception to customer loyalty), and hypothesis 5 (there is positive significant between customer satisfaction to customer loyalty).

Keywords: *Customer Loyalty, Price Perception, Promotion, Product Quality, Customer Satisfaction.*