

ABSTRACT

The large number of infrastructure developments currently causes business competition in the construction or ready mix areas to be even tighter. This is indicated by the emergence of new companies in the field of ready mix. Therefore the company is demanded to always create consumers and then maintain it in order to remain able to compete. This research was conducted to analyze the influence of perceptions of service quality, price, product quality on customer satisfaction which subsequently affected consumers loyalty.

The sample in this study was taken by census method for consumers CV. Larissa Ready Mix, which purchases at least 2 times in 2 years. The number of samples used was 78 respondents. Then the data obtained is processed using a Partial Least Square (PLS) analysis tool through WrapPLS software.

The results of this study indicate that perceptions of service quality have a positive and significant effect on customer satisfaction. Price perception, has a positive and significant effect on customer satisfaction. Perception of product quality has a positive and significant effect on customer satisfaction. Perception of service quality has a positive and significant effect on consumer loyalty. Price perception has a positive and significant effect on consumer loyalty. Perception of product quality has a positive and significant effect on consumer loyalty. And customer satisfaction has a positive and significant effect on consumer loyalty.

Keyword : *Consumer loyalty, perception of service quality, price perception, perception of product quality, customer satisfaction*