

ABSTRACT

The bakery industry in Indonesia continues to develop, creating business opportunities while intensifying competition. Toko Roti Alfa experiences fluctuations in production and sales due to business competition, including franchise bakeries, changes in product quality resulting from rising raw material prices, and consumer perceptions regarding the appropriateness of prices relative to the quality received. These conditions indicate the need to maintain consumer loyalty through product quality, service, and appropriate pricing. This study aimed to analyze the effects of product quality, service, and price on consumer loyalty at Toko Roti Alfa in Kisaran. A quantitative approach was employed with 68 respondents selected using purposive sampling based on predetermined criteria. Data were collected through observation, interviews, and questionnaires. The data were analyzed using multiple linear regression after conducting instrument testing, data transformation, and classical assumption tests. The results showed that product quality, with a significance value of $0.028 < 0.1$, and service, with a significance value of $0.013 < 0.1$, had positive and significant effects on consumer loyalty. In contrast, price had a negative but insignificant effect, with a significance value of $0.531 > 0.1$. Simultaneously, product quality, service, and price significantly affected consumer loyalty, with a significance value of $0.000 < 0.1$. The Adjusted R Square value of 0.252 indicates that the model explained 25.2% of the variation in consumer loyalty, while the remaining 74.8% was influenced by other variables outside the scope of this study.

Keywords: consumer loyalty, price, product quality, service