***ABSTRACT***

*Billy Nathanaiel / 27150238/2019 / Effect of Product Quality Perception, Service Quality Perception, and Price Conformity on Toyota Car Consumer Loyalty in DKI Jakarta / Advisor: Dr.Ir.Bilson Simamora, M.M.*

*The number of Toyota car sales declined, but Toyota still had the biggest sales and was able to make it as a brand that controlled the market by 30% and made Toyota the leader of the automotive market in Indonesia. This is also proof that Toyota is a car brand that is the main choice in the community. Because if you look at the ratio above you can conclude, from the many car sales that occur, most cars are bought by people who already have a car before.*

*Brand loyalty is obtained because of a combination of satisfaction and complaints. While customer satisfaction is present from how much the company's performance to generate satisfaction by minimizing complaints to obtain long-term purchases made by consumers.*

*This research uses quantitative hypothesis testing. Data and information were obtained from the results of a questionnaire filled by 110 Toyota Car Users. This study uses a Likert Scale, SPSS 20 Software, Validity and Reliability Test, Classical Assumption Test, F Test, T Test, and R2 Test.*

*The results of the study show that it is evident that product quality, service quality, and price suitability have a significant and positive effect on customer loyalty of Toyota cars in DKI Jakarta.*

*To PT. Toyota Astra Motor as a Toyota car manufacturer to further improve the quality of the products produced. Because when viewed from the results of the research that has been done, the perception of product quality is the variable that gives the smallest influence and the one that gives the greatest influence is price conformity. So that it can be said that most Toyota car customers are still very sensitive to prices, which are very likely to switch to other brands if there are those who offer cheaper prices.*

***Keywords:*** *Perception of Product Quality, Perception of Service Quality, Price Suitability,*

*Customer Loyalty*