

## ABSTRACT

*The development of the modern world and globalization make the need for digital communication very important for all societies. The rapid growth of the smartphone industry has made smartphone manufacturers compete to create high-end products, to launch their superior products and companies need to be creative and innovative so that the products offered have their own uniqueness so that they are easy to remember in the minds of consumers. In the modern era of industry 4.0, almost all human life activities cannot be separated from the use of smartphones.*

*This study aims to examine the effect of product quality and price on consumer satisfaction and the implications for consumer loyalty to realme smartphone users who buy at the Bandung Electronic Center. The research was conducted on 100 respondents. Data collection techniques used in this study were questionnaires and literature study. The data analysis method used is path analysis, analysis of the coefficient of determination, sobel test and hypothesis testing.*

*The results showed that product quality was in the unfavorable category, prices were in the less affordable category, while consumer satisfaction on realme smartphones was dissatisfied and the level of consumer loyalty was low. There is a positive and significant influence between product quality and price on customer satisfaction partially and simultaneously. There is also a positive and significant influence between product quality on consumer loyalty and there is no effect between price and consumer loyalty.*

**Keywords: Product Quality, Price, Consumer Satisfaction, Consumer Loyalty**