THE EFFECT OF BRAND IMAGE, BRAND LOVE, BRAND TRUST, AND CUSTOMER LOYALTY ON WOM AT SMARTPHONE XIAOMI IN SURABAYA

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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
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FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of his help and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a bachelor degree in Management at the Faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the writer would like to thank:

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The writer realizes that in this thesis are still many shortcomings, therefore criticism and suggestion for improvements are expected this thesis. Hopefully this paper can provide benefits to readers.

Surabaya, 1 January 2019
Researcher

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ABSTRAK


Penelitian ini merupakan penelitian kausal. Teknik pengambilan sampel menggunakan non probability sampling dengan cara purposive sampling. Responden dalam penelitian ini adalah seluruh pengguna smartphone Xiaomi di Surabaya, sedangkan sampel diambil sebanyak 180 responden. Data dalam penelitian ini dikumpulkan dengan menyebarkan kuesioner. Teknik analisis data yang digunakan adalah Structural Equation Modelling (SEM) dengan menggunakan program LISREL.


Kata Kunci: Brand Image, Brand Love, Brand Trust, Customer Loyalty, Word of Mouth
The Effect of Brand Image, Brand Love, Brand Trust, and Customer Loyalty On WOM at Smartphone Xiaomi In Surabaya

ABSTRACT

This research was conducted to determine the effect of Brand Image, Brand Love, Brand Trust, and Customer Loyalty on Word of Mouth at smartphone Xiaomi in Surabaya.

This research is causal research. The sampling technique used in this research is non probability sampling by means of purposive sampling. Respondents in this study are all Xiaomi smartphone users in Surabaya, while samples taken as many as 180 respondents. Data in this study were collected by distributing questionnaires. The data analysis technique used is Structural Equation Modeling (SEM) using the LISREL program.

The results in this study can be concluded that: Brand Image has a positive effect on Customer Loyalty, Brand Love has a positive effect on Customer Loyalty, Brand Trust has a positive effect on Customer Loyalty, Customer loyalty has a positive effect on WOM at smartphone Xiaomi in Surabaya.

Keywords: Brand Image, Brand Love, Brand Trust, Customer Loyalty, Word of Mouth