

UNIVERSITAS INTERNASIONAL BATAM

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**ANALYSIS OF FACTOR FACTORS THAT INFLUENCE THE XIOAMI
SMARTPHONE USER LOYALTY**

IN BATAM

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ABSTRACT

In this study aims to study the effect of customer loyalty variables on smart products telephone xiaomi, perceived value of products that influence consumer mindsets to compare products sold at prices that are in accordance with the feedback produced, besides

the quality of communication also affects through publication to the public and negotiations about consumers which are considered materials if there are problems with the product or there are promo updates etc., the Xiaomi company also understands its customers to make their products determine competitive prices (much cheaper) with the same quality as their competitors.

This study used the observation method by distributing questionnaires to 200 respondents. Respondents who were chosen as samples were Xiaomi users and those who had used xiaomi. The purposive sampling technique is a technique for determining samples by using special assessment methods so that samples can be used (Sugiyono, 2010). After obtaining grouped data and after that the data is processed using SPSS, after being analyzed it was found that Peneluis found a significant relationship of several variables that the author examined. With conclusions can be obtained about perceived value, communication quality, and utilitarian values used on smartphone user loyalty. xiaomi.

Keywords: perceived value, communication quality, utilitarian value, Xiaomi smartphone user loyalty.