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INFLUENCE ANALYSIS OF PERCEIVED BENEFITS, CONFIRMATION, AND SATISFACTION ON BRAND LOYALTY OF SMARTPHONE USERS IN BATAM CITY

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ABSTRACT

This study was conducted with the aim of finding out the relationship of confirmation in determining the needs needed when performing a purchase, the perceived benefits in using an already used in everyday life smartphone brand and customer satisfaction in using a smartphone which ultimately enhances loyalty to a brand. Loyalty to a brand is a loyalty reflecting the consistency held firm to repurchase products or services and consistently make repeat purchases with the same brand in the future. In addition, the understanding of brand loyalty can also be interpreted as a way to maintain relationships with existing customers and increase customer loyalty is very effective for cellular service providers to get a more competitive advantage. In this study the writer used 7 smartphone samples including, Oppo, Samsung, Apple, Vivo, Xiaomi, Huawei, Realme.

Data collection in this study was carried out by distributing questionnaires to respondents in the city of Batam who used the smartphone brand that was listed on the questions in the questionnaire. Data collection uses Likert scale questions, and questions are distributed to all smartphone users in the city of Batam with 302 respondents. In this study the writer used the SmartPLS system to help the analysis of respondents' general data. In this study there are variables that have significant relationship between confirmations of perceived benefits, confirmation of satisfaction, perceived benefits of brand loyalty. Insignificant influences include perceived benefits with satisfaction, satisfaction with brand loyalty.

Keywords: confirmation, satisfaction, brand loyalty, perceived benefits