

THE INFLUENCE OF BRAND EQUITY ON BRAND
LOYALTY OF SAMSUNG SMARTPHONE
WITH THE MODERATION OF
GENERATION X AND Y



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SURABAYA

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APPROVAL PAGE

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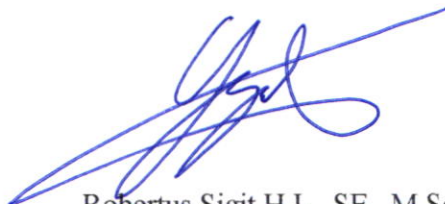
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FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of his help, love, and guidance during the final task of this thesis. So that the author can finish this thesis in marketing topic titled “The Influence of Brand Equity on Brand Loyalty of Samsung Smartphone with Generation X and Y as the Moderators”. This thesis is written as one of the requirements to meet the completion requirements of the S-1 Major Education Program Management Faculty of Business Catholic University Widya Mandala Surabaya.

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ABSTRAK

Pada era sekarang ini smartphone sangat penting untuk kita. Smartphone yang memiliki beberapa fungsi dan fitur-fitur canggih, membuat orang-orang mendapatkan pengalaman yang lebih baik dalam berinteraksi dan berkomunikasi dengan orang lain serta kesempatan untuk mempelajari hal-hal baru melalui internet. Samsung merupakan brand nomor satu dan menjadi pemimpin smartphone di Indonesia. Dengan adanya nama *brand* dan cara pemasaran yang baik akan membuat pelanggan puas dan memenangkan loyalitas pelanggan.

Riset ini dilakukan untuk memahami pengetahuan antara brand equity dan brand loyalty akan Samsung smartphone menggunakan moderasi Generasi X dan Y di Indonesia. Riset ini menggunakan metode penelitian kuantitatif, dengan total responden 150 orang yang terdiri dari 75 orang Gen X (usia 40-59 tahun) dan 75 orang Gen Y (usia 19-39 tahun). Responden dari riset ini harus pengguna smartphone Samsung dan berdomisili di Indonesia. Responden harus mengisi kuesioner yang terdapat di google form yang telah dibagikan melalui media sosial. Analisa data adalah Structural Equation Modeling (SEM) menggunakan program PLS.

Penelitian ini menemukan bahwa (1) *Brand awareness* berpengaruh positif terhadap *brand loyalty*. (2) *Brand association* berpengaruh positif terhadap *brand loyalty*. (3) *Perceived quality* berpengaruh positif terhadap *brand loyalty*. (4) Generasi X dan Y tidak mempengaruhi *brand awareness*, *brand association*, dan *perceived quality* terhadap *brand loyalty*.

Kata kunci: *Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality, Gen X, Gen Y*

ABSTRACT

In this era smartphone is very important for us. A smartphone that has several advanced functions and features, makes people get a better experience in interacting and communicating with others and the opportunity to learn new things through the internet. Samsung is the number one brand and a smartphone leader in Indonesia. With a good brand name and marketing methods will make customers satisfied and win customer loyalty.

This research was conducted to understand the knowledge between brand equity and brand loyalty for Samsung smartphones using Generation X and Y moderation in Indonesia. This research uses quantitative research methods, with a total of 150 respondents consisting of 75 Gen X people (aged 40-59 years) and 75 Gen Y people (aged 19-39 years). Respondents from this research must be Samsung smartphone users and domiciled in Indonesia. Respondents must fill out a questionnaire contained in Google form that has been distributed through social media. Data analysis is Structural Equation Modeling (SEM) using the PLS program.

This study found that (1) Brand awareness has a positive effect on brand loyalty. (2) Brand association has a positive effect on brand loyalty. (3) Perceived quality has a positive effect on brand loyalty. (4) Generation X and Y do not affect brand awareness, brand association, and perceived quality of brand loyalty.

Keyword: *Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality, Gen X, Gen Y*