

## ABSTRACT

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### **THE INFLUENCE OF APPLICATION, DESIGN, DEVICE PRICE, USABILITY, AND FUNCTION ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF XIAOMI MI 10T PRO IN MEDAN**

(xvii+159 pages; 19 figures; 60 tables; 11 appendix)

The pandemic that happened back in early 2020 has changed almost everyone's lifestyle, leaving us to rely more on gadgets, especially smartphones as the government encourages everyone to stay inside to reduce the level of covid transmission. As everything is mostly conducted online, the number of people purchasing new smartphones for these purposes is seen to increase especially the brand Xiaomi. Thus, it is very crucial for Xiaomi to maintain customer loyalty as the competition in the smartphone industry keeps on increasing. The research will be using both primary and secondary data where online questionnaires will be distributed to Xiaomi Mi 10T Pro users in Medan, who has been using Xiaomi for the past year. Data is measured by validity and reliability test, and the sampling method that is utilized in this research is non-probability sampling, particularly snowball sampling. The data that has been obtained will be further analyzed using the SPSS 25.00 software, and the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data will also be tested with multiple linear regression and coefficient of determination test, and hypothesis tests are done with F-Test and T-Test.

This study aims to find out which among these variables; Application, Design, Device Price, Usability, and Function has the biggest influence on Customer Satisfaction and Customer Loyalty to Xiaomi Mi 10T Pro. The result of this study shows that Application, Device Price, Usability, and Function are having a significant influence on Customer Satisfaction of Xiaomi Mi 10T Pro partially and simultaneously. Meanwhile, Design does not have a significant influence on Customer Satisfaction of Xiaomi Mi 10T Pro partially and simultaneously. It can also be added that Customer Satisfaction is also seen to have a significant influence on Customer Loyalty to Xiaomi Mi 10T Pro partially and simultaneously and that Customer Satisfaction mediates the effect of Application, Design, Device Price, Usability, and Function on Customer Loyalty of Xiaomi Mi 10T in Medan.

**Keywords: Application, Design, Device Price, Usability, Function, Customer Satisfaction, and Customer Loyalty**

References: 108 (2005-2022)

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### ***THE INFLUENCE OF APPLICATION, DESIGN, DEVICE PRICE, USABILITY, AND FUNCTION ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF XIAOMI MI 10T PRO IN MEDAN***

(xvii+159 halaman; 19 gambar; 60 tabel; 11 lampiran)

Pandemi yang terjadi kembali di awal tahun 2020 telah mengubah gaya hidup masyarakat, membuat kita lebih mengandalkan *gadget*, terutama *smartphone* agar dapat mengurangi tingkat penularan covid. Karena semua hal dilakukan secara *online*, banyak yang membeli *smartphone* baru dan terlihat peningkatan di industri ini termasuk Xiaomi. Oleh karena itu, sangat penting bagi Xiaomi untuk menjaga loyalitas pelanggan karena persaingan di industri *smartphone* yang terus meningkat. Penelitian ini akan menggunakan data primer dan sekunder dimana kuesioner akan dibagikan kepada pengguna Xiaomi Mi 10T Pro di Medan yang telah menggunakan Xiaomi selama setahun terakhir. Data diukur dengan uji validitas dan reliabilitas, dan metode pengambilan sampel yang digunakan dalam penelitian ini adalah non-probabilitas, khususnya *snowball sampling*. Data yang telah diperoleh selanjutnya dianalisis menggunakan SPSS 25.0, dan model penelitian diuji dengan uji normalitas, heteroskedastisitas, multikolinearitas, dan lineritas. Data juga akan diuji dengan regresi linear berganda dan uji koefisien determinasi, serta uji hipotesis dilakukan dengan Uji-F dan Uji-T.

Penelitian ini bertujuan untuk mengetahui mana dari variabel ini; *Application, Device Price, Usability, and Function* yang memiliki pengaruh terbesar terhadap *Customer Satisfaction and Customer Loyalty* pada Xiaomi Mi 10T Pro. Hasil penelitian ini menunjukkan bahwa *Application, Device Price, Usability, and Function* berpengaruh signifikan terhadap Kepuasan Pelanggan Xiaomi secara parsial dan simultan. Sedangkan *Design* tidak berpengaruh signifikan terhadap *Customer Satisfaction* Xiaomi secara parsial dan simultan. Dapat juga ditambahkan bahwa *Customer Satisfaction* juga terlihat memiliki pengaruh yang signifikan terhadap *Customer Loyalty* terhadap Xiaomi Mi 10T Pro secara parsial dan simultan dan *Customer Satisfaction* memediasi pengaruh *Application, Device Price, Usability, and Function* terhadap *Customer Loyalty* Xiaomi Mi 10T di Medan.

**Kata kunci:** *Application, Design, Device Price, Usability, Function, Customer Satisfaction, and Customer Loyalty*

Referensi: 108 (2005-2022)