

ABSTRAK

Kezia Kuron:

Tesis Studi Persepsi Merek Mewah Terhadap Loyalitas Merek Pada Apple iPhone X Di Surabaya

Teknologi komunikasi terus berkembang membuat *smartphone* Apple iPhone X dipilih dalam penelitian ini dan akan diuji pengaruh nilai penggunaan barang yang diasumsikan sebagai *luxury brand*. Variabel penelitian berjumlah enam yaitu empat variabel bebas adalah *financial-price value*, *functional-quality value*, *Individual-aesthetics value* dan *social-uniqueness value*, selanjutnya dua variabel terikat yaitu *owner-based luxury value* dan *brand loyalty*. Hipotesis penelitian adalah hubungan signifikan yang didapatkan dari seluruh variabel bebas dalam pengaruhnya terhadap *owner-based luxury value* dan pengaruh signifikan dari *owner-based luxury value* terhadap *brand loyalty*.

Penelitian dilakukan dengan metode pengumpulan data kuesioner dari 150 responden konsumen dan pengguna iPhone X dalam dua bulan terakhir yang berdomisili di Surabaya. Metode analisis data diadopsi dari tujuh langkah *structural equation modeling*.

Hasil penelitian didapatkan nilai mean dan *standard deviation* yang tinggi dan dinyatakan setuju dan sangat setuju oleh seluruh responden. Hipotesis didapatkan dengan hasil signifikan dari keseluruhan hipotesis peneliti. Kesimpulan yang dapat ditarik adalah bahwa benar nilai-nilai persepsi kemewahan yang diwakili dalam variabel penelitian mempengaruhi *owner-based luxury value* dan *brand loyalty* sebagai tolak ukur paling dipercaya dalam memprediksi penjualan. Selanjutnya penelitian ini memiliki banyak kekurangan dan masih bisa dikembangkan seperti hal penggunaan dan perbandingan data penjualan produk mewah dengan penilaiannya di persepsi konsumen.

Kata kunci: *luxury brand*, *price value*, *quality value*, *aesthetics value*, *social-uniqueness*, *owner-based luxury value*, dan *brand loyalty*

ABSTRACT

Kezia Kuron:

Thesis Study of Luxury Brands Perception against Brand Loyalty in Apple iPhone X User in Surabaya

Communication technology continues to evolve making the Apple iPhone X smartphone is chosen in this study and will be tested the effect of the value of the use of the good assumed as a luxury brand. Six research variables are four independent variables which are financial-price value, functional-quality value, individual-aesthetics value and social-uniqueness value, then two dependent variables which are owner-based luxury value and brand loyalty.

The research hypotheses are the significant relationship obtained from all independent variables in their influence on the owner-based luxury value and significant influence of the owner-based luxury value on brand loyalty.

The research was conducted with a questionnaire data collection method from 150 respondents which all are consumers and users of iPhone X in the last two months domiciled in Surabaya. Data analysis method was adopted from seven steps of structural equation modeling. The results showed that the mean and standard deviation were high and agreed and strongly agreed by all respondents. The hypothesis is obtained with significant results from the overall hypothesis of the researcher. The conclusion that can be drawn is that the true values of luxury perception represented in the research variables affect the owner-based luxury value and brand loyalty as the most trusted benchmark in predicting sales. Furthermore, this research has many shortcomings and can still be developed, such as the use and comparison of data on luxury product sales with its assessment on consumer perceptions.

Keywords: *luxury brand, price value, quality value, aesthetics value, social-uniqueness, owner-based luxury value, dan brand loyalty*