

ABSTRAK

Perkembangan telekomunikasi di dunia sangatlah melaju pesat. Hal ini di tunjukan perkembangan jumlah pengguna *smartphone* yang meningkat. Pada jaman sekarang ini *smartphone* tidak lagi di anggap barang mewah tetapi di anggap sebagai barang kebutuhan dasar setiap individu. Menurut lembaga riset GFK Asia, Indonesia adalah penyumbang terbesar dalam hal penjualan *smartphone* di kawasan Asia Tenggara, disusul oleh Thailand dan Malaysia. Total penjualan *smartphone* di Indonesia pada tahun 2013 mencapai 14,8 juta unit. Salah satu perusahaan *smartphone* adalah Xiaomi.

Penelitian ini bertujuan untuk mengetahui apakah faktor *Functions, Usability, Design, Applications, Customer Support, Corporate Image* serta *Switching Barrier* yang dibuat perusahaan akan memengaruhi kesetiaan pelanggan dengan dimediasi faktor kepuasan pelanggan terhadap *smartphone* Xiaomi di Surabaya.

Data penelitian ini diperoleh dari 170 orang pengguna *smartphone* Xiaomi di Surabaya dengan karakteristik tertentu. Pengolahan dan analisa data penelitian ini menggunakan model regresi linear berganda dengan software SPSS 22.0 sebagai *software* pengolah data. Hasil analisis menunjukkan bahwa *functions* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Usability* berpengaruh signifikan terhadap *Customer Satisfaction*, *Design* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Applications* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Price* berpengaruh signifikan terhadap *Customer Satisfaction*. *Customer Support* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Corporate Image* berpengaruh signifikan terhadap *Customer Satisfaction*, *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty*, dan *Switching Barrier* berpengaruh signifikan terhadap *Customer Loyalty*.

Temuan empiris tersebut mengindikasikan bahwa *Corporate Image* berpengaruh paling besar terhadap *Customer Satisfaction* dengan nilai 0,235. Berdasarkan temuan ini juga disimpulkan bahwa *Customer Satisfaction* dengan nilai 0,532 berpengaruh lebih besar daripada *Switching Barrier* terhadap *Customer Loyalty*.

Kata kunci: *Functions, Usability, Design, Applications, Price, Customer Support, Corporate Image, Customer Satisfaction, Switching Barrier, Customer Loyalty.*

ABSTRACT

The development of telecommunications in the world is accelerating rapidly. Increased number of smartphone users. In today's era smartphones are no longer considered luxury goods but are considered as goods for every individual's basic needs. According to the GFK Asia research institute, Indonesia is the biggest contributor to smartphone sales in the Southeast Asia region, followed by Thailand and Malaysia. The total smartphone sales in Indonesia in 2013 reached 14.8 million units. One smartphone company is Xiaomi.

Functions, Usability, Design, Applications, Customer Support, Corporate Image and the Switching Barrier made by the company will influence customer loyalty with factors mediated by customers towards Xiaomi smartphones in Surabaya. The research data was obtained from 170 Xiaomi smartphone users in Surabaya with certain characteristics. Processing and analysis of this research data using multiple linear regression models with SPSS 22.0 software as data processing software. The results of the analysis show that the function does not have a significant effect on Customer Satisfaction, Usability has a significant effect on Customer Satisfaction, Design has no significant effect on Customer Satisfaction, Application has no significant effect on Customer Satisfaction, Price has a significant effect on Customer Satisfaction. Customer Support is not significant to Customer Satisfaction, Company Image has a significant effect on Customer Satisfaction, Customer Satisfaction has a significant effect on Customer Loyalty, and Switching Barrier has a significant effect on Customer Loyalty

The empirical findings prove that the Company Image is proven to be the greatest for Customer Satisfaction with a value of 0.235. Based on these findings it is also concluded that Customer Satisfaction with a value of 0.532 is greater than Switching Barrier to Customer Loyalty.

Keywords: Functions, Usability, Design, Application, Price, Customer Support, Corporate Image, Customer Satisfaction, Switching Barrier, Customer Loyalty.