

## ABSTRAK

Perkembangan *teknologi* yang begitu pesat membuat aktivitas masyarakat semakin dimudahkan. Salah satu teknologi yang berkembang pesat adalah *smartphone*. Salah satu produsen *smartphone* yang ada di Indonesia adalah VIVO. VIVO adalah produsen *smartphone* global dengan fasilitas produksi dan pusat *Research* dan *Development* di China (Dongguan, Shenzhen, Nanjing, Beijing, Hangzhou dan Chongqing), India, Indonesia dan Amerika Serikat (San Diego).

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Promotional Activities*, *Perceived Quality*, dan *Customer Experience* terhadap *Customer Loyalty* melalui *Customer Satisfaction*. sebagai bahan masukan dalam mengetahui faktor apa saja yang mempengaruhi *Customer Loyalty* ditinjau dari variabel *Promotional Activities*, *Perceived Quality*, *Customer Experience*, *Customer Satisfaction*. Sehingga perusahaan dapat membuat langkah perbaikan untuk memastikan meningkatnya *Customer Loyalty* dalam perusahaan VIVO yang pada akhirnya berpengaruh pada meningkatnya kinerja perusahaan.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah membeli dan menggunakan *handphone* VIVO dalam waktu 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Promotion Activities* berpengaruh signifikan terhadap *Perceived Quality* dengan koefisien regresi sebesar 0.302; variabel *Promotion Activities* berpengaruh signifikan terhadap *Customer Experience* dengan koefisien regresi sebesar 0.526; variabel *Perceived Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.980; variabel *Customer Experience* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.372; dan variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.944.

**Kata Kunci:** *Promotion Activities*, *Percieved Quality*, *Customer Experience*, *Customer Satisfaction*, dan *Customer Loyalty*.

## ABSTRACT

The rapid development of technology has made community activities easier. One of the fastest growing technologies is smartphones. One of the smartphone manufacturers in Indonesia is VIVO. VIVO is a global smartphone manufacturer with production and research and development facilities in China (Dongguan, Shenzhen, Nanjing, Beijing, Hangzhou and Chongqing), India, Indonesia and the United States (San Diego).

This study aims to determine how the influence of Promotional Activities, Perceived Quality, and Customer Experience on Customer Loyalty through Customer Satisfaction. as input in knowing what factors influence Customer Loyalty in terms of variables Promotional Activities, Perceived Quality, Customer Experience, Customer Satisfaction. So that the company can make corrective steps to ensure an increase in Customer Loyalty in the VIVO company which in turn affects the performance of the company.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was done by distributing questionnaires to 100 respondents with the characteristics of male and female respondents aged 18-60 years, and had purchased and used VIVO mobile phones in the last 6 months.

The results showed that the Promotion Activities variable had a significant effect on Perceived Quality with a regression coefficient of 0.302; Promotion Activities variables have a significant effect on Customer Experience with a regression coefficient of 0.526; Perceived Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.980; Customer Experience variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.372; and the Customer Satisfaction variable has a significant effect on Customer Loyalty with a regression coefficient of 0.944.

**Key Words:** *Promotion Activities, Percieved Quality, Customer Experience, Customer Satisfaction, dan Customer Loyalty.*