

ABSTRAK

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ANALISIS PENGARUH *PERCEIVED QUALITY, PERCEIVED EASE OF USE, DESIGN, APPLICATIONS, PRICE, CUSTOMER SUPPORT, CORPORATE IMAGE, SWITCHING BARRIERS*, TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PENGGUNA *XIAOMI* DI SURABAYA

(xvi + 291 halaman: 17 gambar, 51 tabel; 5 lampiran)

Industri elektronik merupakan salah satu industri yang berperan penting demi memenuhi kebutuhan. Dari TV, kulkas, laptop, komputer, atau ponsel cerdas. Diketahui sendiri bahwa ponsel cerdas menjadi alat elektronik yang dibutuhkan oleh hampir semua orang. Untuk urusan bekerja, atau bahkan untuk urusan bersenang-senang. Di masa pandemi seperti ini, penjualan ponsel cerdas memang mengalami penurunan namun tidak lama kemudian penjualan ponsel cerdas mengalami kenaikan kembali karena sekarang, semuanya menjadi serba *online*. Bahkan berbelanja pun kebanyakan menggunakan ponsel cerdas. *Xiaomi* menjadi salah satu merek ponsel cerdas yang mengalami kenaikan penjualan di masa pandemi seperti ini dan menjadi salah satu merek ponsel yang bergerak maju dan terus meluaskan bisnisnya ke berbagai negara.

Penelitian ini mempunyai tujuan untuk menganalisis pengaruh *Perceived Quality, Perceived Ease of Use, Design, Applications, Price, Customer Support, Corporate Image*, dan *Switching Barriers* terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Penelitian ini juga diharapkan dapat bermanfaat dan berguna serta menambah wawasan terutama di bagian pengaruh *Customer Satisfaction* yang meningkatkan penjualan ponsel cerdas *Xiaomi Redmi Note 9* di Surabaya.

Penelitian ini akan menggunakan penelitian kausan dan metode kuantitatif serta menggunakan aplikasi AMOS versi 22.0 untuk dijadikan saran pengolahan data. Kemudian data yang akan diambil adalah 150 dari 160 responden, namun data yang dapat digunakan adalah 159 responden dengan karakteristik pria atau wanita, 18 – 60 tahun, berdomisili di Surabaya, dan pernah menggunakan produk ponsel cerdas *Xiaomi Redmi Note 9* dalam minimal 6 bulan sampai 1 tahun terakhir.

Hasil dari penelitian ini menunjukkan bahwa variabel yang berpengaruh positif signifikan terhadap *Customer Satisfaction* adalah *Perceived Quality, Perceived Ease of Use, Applications, Price, Corporate Image*, berpengaruh positif signifikan terhadap *Customer Loyalty* langsung yaitu variabel *Switching Barriers*, dan yang tidak berpengaruh signifikan terhadap *Customer Satisfaction* adalah *Design* dan *Customer Support*.

Referensi : 117 (1963-2018)

ABSTRACT

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ANALYSIS OF *PERCEIVED QUALITY, PERCEIVED EASE OF USE, DESIGN, APPLICATIONS, PRICE, CUSTOMER SUPPORT, CORPORATE IMAGE, SWITCHING BARRIERS, ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION ON XIAOMI USER IN SURABAYA*

(xvi + 291 pages: 17 figure, 51 tables; 5 attachments)

The electronics industry is one of the industries that plays an important role in meeting the needs. From your TV, refrigerator, laptop, computer or smartphone. It is well known that smartphones have become an electronic device that is needed by almost everyone. For work, or even for fun. In times of a pandemic like this, smartphone sales did experience a decline but not long after, smartphone sales increased again because now, everything has become completely online. Even shopping was mostly using a smartphone. *Xiaomi* is one of the smartphone brands that has experienced an increase in sales during this pandemic and is one of the mobile phone brands that is moving forward and continuing to expand its business to various countries.

This study aims to analyze the effect of *Perceived Quality, Perceived Ease of Use, Design, Applications, Price, Customer Support, Corporate Image, and Switching Barriers* on *Customer Loyalty* through *Customer Satisfaction*. This research is also expected to be useful and useful as well as add insight, especially in terms of the influence of *Customer Satisfaction* which increases sales of the *Xiaomi Redmi Note 9* smartphone in Surabaya. This research will use causal research and quantitative methods and use the AMOS version 22.0 application to be used as data processing suggestions. Then the data to be taken is 150 of 160 respondents, but the data that can be used are 159 respondents with male or female characteristics, 18-60 years old, domiciled in Surabaya, and have used the *Xiaomi Redmi Note 9* smartphone product for a minimum of 6 months to 1 last year.

The results of this study indicate that the variables that have a significant positive effect on *Customer Satisfaction* are *Perceived Quality, Perceived Ease of Use, Applications, Price, Corporate Image, Customer Support*, significant positive effect on direct *Customer Loyalty*, namely the *Switching Barriers* variable, and the one that does not have a significant effect on *Customer Satisfaction* is *Design* and *Customer Support*.

Reference : 117 (1963-2018)