

TABLE OF CONTENTS

SKRIPSI.....	1
SKRIPSI.....	i
UNIVERSITAS PELITA HARAPAN FACULTY OF ECONOMICS AND BUSINESS	ii
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTE	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xviii
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Background of Study	1
1.2 Problem Limitation	16
1.3 Problem Formulations	17
1.4 Objective of Research	18
1.5 Benefit of Research	19
1.5.1 Theoretical Benefit.....	19
1.5.2 Practical Benefit.....	20

CHAPTER II.....	19
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	19
2.1 Theoretical Background.....	19
2.1.1 Customer Loyalty.....	19
2.1.2 Customer Satisfaction.....	20
2.1.3 Device Features.....	21
2.1.4 Application.....	22
2.1.5 Design.....	23
2.1.6 Device Price.....	25
2.1.7 Usability.....	26
2.1.8 Function.....	28
2.2 Previous Research.....	29
2.3 Hypothesis Development.....	34
2.3.1 The Influence of Application Towards Customer Satisfaction.....	34
2.3.2 The Influence of Design Towards Customer Satisfaction.....	35
2.3.3 The Influence of Device Price Towards Customer Satisfaction.....	36
2.3.4 The Influence of Usability Towards Customer Satisfaction.....	36
2.3.5 The Influence of Function Towards Customer Satisfaction.....	37
2.3.6 The Influence of Customer Satisfaction Towards Customer Loyalty.....	38
2.3.7 The Influence of Application Towards Customer Loyalty through Customer Satisfaction.....	38
2.3.8 The Influence of Design Towards Customer Loyalty through Customer Satisfaction.....	39
2.3.9 The Influence of Device Price Towards Customer Loyalty through Customer Satisfaction.....	39
2.3.10 The Influence of Usability Towards Customer Loyalty through Customer Satisfaction.....	40
2.3.11 The Influence of Function Towards Customer Loyalty through Customer Satisfaction.....	41

2.4 Research Model.....	42
2.5 Framework of Thinking	42
CHAPTER III	44
RESEARCH METHODOLOGY	44
3.1. Research Design.....	44
3.1.2 Type of Data.....	45
3.2 Population and Sample.....	45
3.3 Data Collection Method	46
3.4 Operational Definition and Variable Measurement	48
3.5 Data Analysis Method.....	50
3.5.1 Instrument Testing	50
3.5.2 Classic Assumption Test.....	51
3.5.3 Data Analysis	53
CHAPTER IV.....	62
RESEARCH RESULT AND DISCUSSION	62
4.1 General View of Xiaomi	62
4.2 Pre Sampling Research Result	63
4.2.1 Pre Sampling Instrument Testing.....	63
4.3 Full Sampling Research Results	66
4.3.1 Descriptive Statistic	66
4.3.2 Analysis Descriptive Variable.....	81
4.3.3 Full Sampling Instrument Testing.....	90
4.3.4 Classical Assumption Test	92
4.3.5 Inferential Statistic	99
4.3.6 Hypothesis Testing.....	104
4.3.7 Indirect Effect Test.....	107

4.4 Discussion	110
CHAPTER V	143
CONCLUSION, IMPLICATION, AND RECOMMENDATION	143
5.1 Conclusion	143
5.1.1. Conclusion for Hypothesis	144
5.1.2 Conclusion for Research Problem.....	158
5.2 Recommendation	160
5.2.1 Theoretical Implication	160
5.2.2 Managerial Implication	162
5.2.3 Recommendation for Future Research.....	170
REFERENCES.....	142
APPENDIX A QUESTIONNAIRES	A-1
APPENDIX B PILOT RESEARCH PRE-TEST	B-1
APPENDIX C PRE-TEST DATA TABULATION	C-1
APPENDIX D PRE-TEST DATA QUALITY ANALYSIS USING SPSS 25.00.....	D-1
APPENDIX E FULL SAMPLING DATA TABULATION	E-1
APPENDIX F DATA CALCULATION RESULT USING SPSS 25.00.....	F-1
APPENDIX G DATA QUALITY ANALYSIS.....	G-1
APPENDIX H RESEARCH MODEL TESTING.....	H-1
APPENDIX I HYPOTHESIS ANALYSIS	I-1
APPENDIX J INDIRECT EFFECT TEST	J-1
APPENDIX K TURNITIN REPORT	K-1

LIST OF FIGURES

Figure 1. 1. Figure 1.1 Xiaomi’s Logo	4
Figure 1. 2. Interface of Xiaomi Mi 10T Pro	6
Figure 1. 3. Xiaomi Mi 10T Pro Smartphone Design	6
Figure 1. 4. Customers Review on Customer Loyalty	9
Figure 1. 5. Rating of Xiaomi Mi 10T Pro.....	10
Figure 1. 6. Customers Review on Device Price	13
Figure 1. 7. Pre-Test Respondents Data.....	15
Figure 2. 1.Result of Previous Research Model.....	30
Figure 2. 2.Result of Previous Research	30
Figure 2. 3. Research Model	42
Figure 2. 4. Framework of Thinking.....	45
Figure 4. 1. Diagram of Respondents by Age.....	67
Figure 4. 2. Diagram of Respondents by Gender.....	68
Figure 4. 3. P-Plot of Normality Test for Customer Satisfaction	93
Figure 4. 4. P-Plot of Normality Test for Customer Loyalty	94
Figure 4. 5. Scatterplot Homoscedasticity Test for Customer Satisfaction	97
Figure 4. 6. Scatterplot Homoscedasticity Test for Customer Loyalty	98
Figure 4. 7. Research Model Results	110
Figure 4. 8. Xiaomi Mi 10T Pro, Oppo Find X2, Samsung Galaxy S20+ respectively	114

LIST OF TABLES

Table 1. 1. Market Share of Smartphone July 2021	7
Table 2. 1. Comparison of Previous Research	33
Table 3. 1. Questionnaire Design.....	47
Table 3. 2. Operational Definition and Variable Measurement	49
Table 3. 3. Correlation Scale.....	57
Table 3. 4. Determination Scale	57
Table 4. 1. Pre-Sampling Validity Test Result on Application (Xiaomi Mi 10T Pro).....	64
Table 4. 2. Pre-Sampling Validity Test Result on Design (Xiaomi Mi 10T Pro)	64
Table 4. 3. Pre-Sampling Validity Test Result on Device Price (Xiaomi Mi 10T Pro).....	64
Table 4. 4. Pre-Sampling Validity Test Result on Usability (Xiaomi Mi 10T Pro)	64
Table 4. 5. Pre-Sampling Validity Test Result on Function (Xiaomi Mi 10T Pro)	64
Table 4. 6. Pre-Sampling Validity Test Result on Customer Satisfaction (Xiaomi Mi 10T Pro).....	65
Table 4. 7. Pre-Sampling Validity Test Result on Customer Loyalty (Xiaomi Mi 10T Pro)	65
Table 4. 8. Pre-Sampling Reliability Test.....	65
Table 4. 9. Respondents by Age	66
Table 4. 10. Respondents by Gender	68

Table 4. 11. Degree of Assessment of Each Variable.....	69
Table 4. 12. Respondents' Responses towards Application	69
Table 4. 13. Respondents' Responses towards Design.....	71
Table 4. 14. Respondents' Responses towards Device Price.....	73
Table 4. 15. Respondents' Responses towards Usability.....	74
Table 4. 16. Respondents' Responses towards Functions	76
Table 4. 17. Respondents' Responses towards Customer Satisfaction	77
Table 4. 18. Respondents' Responses towards Customer Loyalty	79
Table 4. 19. Distribution of Respondents' Responses on Application	81
Table 4. 20. Distribution of Respondents' Responses on Design.....	82
Table 4. 21. Distribution of Respondents' Responses on Device Price.....	84
Table 4. 22. Distribution of Respondents' Responses on Usability.....	85
Table 4. 23. Distribution of Respondents' Responses on Function.....	86
Table 4. 24. Distribution of Respondents' Responses on Usability.....	88
Table 4. 25. Distribution of Respondents' Responses on Customer Loyalty	89
Table 4. 26. Full Sampling Validity Test Result on Application (Xiaomi Mi 10T Pro).....	90
Table 4. 27. Full Sampling Validity Test Result on Design (Xiaomi Mi 10T Pro).....	91
Table 4. 28. Full Sampling Validity Test Result on Device Price (Xiaomi Mi 10T Pro).....	91
Table 4. 29. Full Sampling Validity Test Result on Usability (Xiaomi Mi 10T Pro).....	91

Table 4. 30. Full Sampling Validity Test Result on Function (Xiaomi Mi 10T Pro)	91
Table 4. 31. Full Sampling Validity Test Result on Customer Satisfaction (Xiaomi Mi 10T Pro)	91
Table 4. 32. Full Sampling Validity Test Result on Customer Loyalty (Xiaomi Mi 10T Pro)	91
Table 4. 33. Full Sampling Reliability Test	92
Table 4. 34. Kolmogorov Smirnov for Xiaomi Mi 10T Pro One- Sample Kolmogorov-Smirnov Test	92
Table 4. 35. Linearity Test Results	94
Table 4. 36. Tolerance Value and VIF	95
Table 4. 37. Spearman Test Correlation	98
Table 4. 38. Simple Regression Testing Output	99
Table 4. 39. Multiple Linear Regression	100
Table 4. 40. Coefficient of Determination Output 1 (R^2)	103
Table 4. 41. Coefficient of Determination Output 2 (R^2)	103
Table 4. 42. F-Testing Output	104
Table 4. 43. T-Testing Output	106
Table 4. 44. Sobel Test Output	107
Table 4. 45 Comparison on Xiaomi Mi 10T Pro, Samsung Galaxy S20+ and Oppo Find X2	113
Table 4. 46. Validity and Mean Rating of Indicators of Customer Satisfaction of Xiaomi Mi 10T Pro	125

Table 4. 47. Validity and Mean Rating of Indicators of Device Price of Xiaomi Mi 10T Pro	128
Table 4. 48. Validity and Mean Rating of Indicators of Usability of Xiaomi Mi 10T Pro.....	130
Table 4. 49. Validity and Mean Rating of Indicators of Function of Xiaomi Mi 10T Pro.....	132
Table 4. 50. Validity and Mean Rating of Indicators of Application of Xiaomi Mi 10T Pro.....	134
Table 4. 51. Validity and Mean Rating of Indicators of Design of Xiaomi Mi 10T Pro	136
Table 4. 52. Validity and Mean Rating of Indicators of Customer Loyalty of Xiaomi Mi 10T Pro	138
Table 5. 1. Theoretical Implication	160
Table 5. 2. Managerial Implication	167

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRES	A-1
APPENDIX B PILOT RESEARCH PRE-TEST	B-1
APPENDIX C PRE-TEST DATA TABULATION	C-1
APPENDIX D PRE-TEST DATA QUALITY ANALYSIS USING SPSS 25.00.....	D-1
APPENDIX E FULL SAMPLING DATA TABULATION.....	E-1
APPENDIX F DATA CALCULATION RESULT USING SPSS 25.00.....	F-1
APPENDIX G DATA QUALITY ANALYSIS.....	G-1
APPENDIX H RESEARCH MODEL TESTING.....	H-1
APPENDIX I HYPOTHESIS ANALYSIS	I-1
APPENDIX J INDIRECT EFFECT TEST.....	J-1
APPENDIX K TURNITIN REPORT	K-1