

ABSTRAK

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PENGARUH *FUNCTIONAL VALUE*, *EMOTIONAL VALUE*, *SOCIAL VALUE* DAN *SYMBOLIC VALUE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN IPHONE 12 DI SURABAYA

(143 halaman; 13 gambar; 40 tabel; 3 lampiran)

Ponsel pintar telah menjadi perangkat elektronik yang tak terpisahkan dari kehidupan sehari-hari. Dalam konteks ini, nilai-nilai fungsional, emosional, sosial, dan simbolis dari ponsel pintar memiliki peran penting dalam memengaruhi persepsi dan kepuasan pelanggan. Penelitian ini bertujuan untuk mengidentifikasi pengaruh *functional value*, *emotional value*, *social value*, dan *symbolic value* terhadap *customer loyalty* melalui *customer satisfaction* pada pelanggan iPhone 12 di Surabaya. Nilai-nilai ini dipilih karena pentingnya dalam mempengaruhi persepsi pelanggan terhadap produk atau layanan.

Penelitian ini merupakan penelitian yang bersifat kausal dan juga menggunakan metode kuantitatif dengan bantuan pengolahan data menggunakan *software* SPSS versi 29.0. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui *google form* dengan teknik *sampling* menggunakan teknik *snowball sampling* dan dibagikan kepada 100 orang baik kepada laki-laki dan perempuan yang berusia 18-40 tahun dan tinggal di Surabaya. Hasil penelitian ini menunjukkan bahwa *functional value*, *emotional value*, *social value* dan *symbolic value* memiliki pengaruh positif dan signifikan terhadap *customer satisfaction*. Pengujian regresi linear sederhana antara *customer satisfaction* terbukti berpengaruh positif dan signifikan terhadap *customer loyalty*.

Kata Kunci: *Functional Value, Emotional Value, Social Value, Symbolic Value, Customer Loyalty, Customer Satisfaction*

Referensi: 23 (1983-2023).

ABSTRACT

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THE EFFECT OF FUNCTIONAL VALUE, EMOTIONAL VALUE, SOCIAL VALUE AND SYMBOLIC VALUE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION ON IPHONE 12 CUSTOMERS IN SURABAYA

(143 pages; 13 images; 40 tables; 3 attachments)

Smartphones have become electronic devices that are inseparable from everyday life. In this context, the functional, emotional, social and symbolic values of smartphones play an important role in influencing customer perception and satisfaction. This research aims to identify the influence of functional value, emotional value, social value, and symbolic value on customer loyalty through customer satisfaction among iPhone 12 customers in Surabaya. These values were chosen because of their importance in influencing customer perceptions of products or services.

This research is causal research and also uses quantitative methods with the help of data processing using SPSS version 29.0 software. Data collection was carried out by distributing questionnaires via Google Form with a sampling technique using snowball sampling technique and distributed to 100 people, both men and women aged 18-40 years and living in Surabaya. The results of this research show that functional value, emotional value, social value and symbolic value have a positive and significant influence on customer satisfaction. Simple linear regression testing between customer satisfaction is proven to have a positive and significant effect on customer loyalty.

Keywords: *Functional Value, Emotional Value, Social Value, Symbolic Value, Customer Loyalty, Customer Satisfaction*

Reference: 23 (1983-2023).