

ABSTRACT

STEVANIE

03011210095

THE EFFECT OF BRAND TRUST, PERCEIVED QUALITY, AND BRAND DURABILITY TOWARDS CUSTOMER LOYALTY WITH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE: A STUDY ON IPHONE USERS STUDENTS IN MEDAN

(xviii+161 pages; 11 figures; 33 tables; 5 appendixes)

The number of iPhone users in Indonesia has shown a consistent increase throughout 2024, reaching approximately 9.7 million by November. This upward trend reflects a growing consumer base particularly among young adults making Indonesia a relevant and timely market to study in terms of brand loyalty and customer satisfaction. Users of the iPhone are often loyal to the Apple brand and like the elegant look and dependable software of the device. The age group of 18 to 24 years old accounts for 50.5% of iPhone users in Indonesia.

The population for this research consists of individuals students who have made purchases or use iPhone in Medan. Due to an unknown population size, the Lemeshow formula is used to determine the sample size, which results in 100 respondents. Data is tested for validity and reliability and analyzed using SPSS 30. The research model is tested for normality, heteroscedasticity, multicollinearity, and linearity, followed by linear regression, multiple regression, and hypothesis testing with F-Test and t-Test.

The study concludes that Perceived Quality and Brand Trust have significant positive effects on both Customer Loyalty and Consumer Satisfaction for the iPhone product. While Brand Durability significantly influences Customer Satisfaction, it does not have a direct significant effect on Customer Loyalty. However, when considered together, Perceived Quality, Brand Trust, and Brand Durability collectively impact Customer Loyalty, with Consumer Satisfaction serving as a crucial mediating variable. Furthermore, the combination of all four variables Brand Trust, Perceived Quality, Brand Durability, and Consumer Satisfaction has a significant simultaneous effect on Customer Loyalty, highlighting the importance of an integrated approach to building brand strength and customer retention.

Keywords: Brand Trust, Perceived Quality, Brand Durability, Consumer Loyalty, Consumer Satisfaction