

**THE INFLUENCE OF CUSTOMER SATISFACTION ON BRAND
LOYALTY THROUGH BRAND LOVE IN SAMSUNG SMARTPHONE
USERS CASE STUDY: FEMALE STUDENTS AT UNIVERSITY OF
DARUSSALAM GONTOR)**



by:

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2024-2025/1445-1446

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LOYALTY THROUGH BRAND LOVE IN SAMSUNG SMARTPHONE
USERS (CASE STUDY: FEMALE STUDENTS AT UNIVERSITY OF
DARUSSALAM GONTOR)**

UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of Bachelor of
Management

By

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Abstrak

Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Merk Melalui Kecintaan Merk Pada Pengguna Samsung Smartphone (Studi Kasus: Mahasiswi Universitas Darussalam Gontor)

Hablya Geuna Tahta Archella Ardhani

42.2021.42.80.22

Penelitian ini bertujuan untuk menguji pengaruh *customer satisfaction* terhadap *brand loyalty* melalui *brand love* pada pengguna smartphone Samsung, dengan fokus pada mahasiswi Universitas Darussalam Gontor. Dalam industri smartphone yang sangat kompetitif, mempertahankan kesetiaan merek merupakan tantangan utama. Namun, kepuasan pelanggan sering kali tidak memadai untuk secara signifikan meningkatkan loyalitas merek. Oleh karena itu, penelitian ini menekankan signifikansi kecintaan merk sebagai variabel mediasi yang dapat memperkuat hubungan antara kepuasan pelanggan dan loyalitas merek. Penelitian ini fokus pada pengaruh kepuasan pelanggan terhadap loyalitas merek dengan mempertimbangkan peran cinta merek sebagai mediator, khususnya pada pengguna Samsung smartphone. Penelitian ini memilih mahasiswi Universitas Darussalam Gontor sebagai subjek utama.

Penelitian ini menggunakan pendekatan kuantitatif melalui survei, melibatkan 171 responden yang dipilih menggunakan teknik *purposive sampling* berdasarkan kriteria pengguna Samsung smartphone minimal dua tahun. Data dikumpulkan melalui kuesioner berbasis skala likert dan dianalisis menggunakan SPSS versi 16 dengan metode analisis jalur untuk mengidentifikasi hubungan langsung maupun tidak langsung antar variabel.

Hasil penelitian menunjukkan bahwa kepuasan pelanggan memiliki pengaruh langsung yang signifikan terhadap cinta merek, tetapi tidak terhadap loyalitas merek. Sebaliknya, cinta merek memberikan pengaruh signifikan terhadap loyalitas merek dan berperan sebagai mediator yang efektif dalam hubungan antara kepuasan pelanggan dan loyalitas merek. Studi ini menyimpulkan bahwa cinta merek adalah elemen kunci dalam membangun loyalitas pelanggan, baik secara langsung maupun melalui mediasi. Implikasi teoretis dari penelitian ini adalah memperluas pemahaman tentang pentingnya cinta merek dalam memperkuat hubungan antara kepuasan pelanggan dan loyalitas merek, khususnya dalam industri elektronik. Secara praktis, hasil ini memberikan pedoman strategis bagi perusahaan seperti Samsung untuk fokus pada pengembangan hubungan emosional yang lebih kuat dengan konsumennya.

Kata kunci: Kepuasan Pelanggan, Cinta Merek, Loyalitas Merek, Samsung Smartphone

Abstract

The Influence of Customer Satisfaction on Brand Loyalty Through Brand Love in Samsung Smartphone Users (Case Study: Female Students at University of Darussalam Gontor)

Hablya Geuna Tahta Archella Ardhani

42.2021.42.80.22

This study aims to examine the effect of customer satisfaction on brand loyalty through brand love among Samsung smartphone users. The research focused on female students at the University of Darussalam Gontor. Maintaining brand loyalty poses a significant challenge in the highly competitive smartphone industry. However, customer satisfaction alone is often insufficient to enhance brand loyalty significantly. Therefore, this study emphasized the critical role of brand love as a mediating variable that strengthens the relationship between customer satisfaction and brand loyalty. This study focused on the influence of customer satisfaction on brand loyalty by considering the role of brand love as a mediator, especially in Samsung smartphone users.

This study used a quantitative approach through a survey involving 171 respondents who were selected using a purposive sampling technique based on the criteria of Samsung smartphone users for at least two years. The data were collected through a questionnaire based on the Likert scale and analyzed using SPSS version 16 with the path analysis method to identify direct and indirect relationships between variables.

The results showed that customer satisfaction had a significant direct influence on brand love but not brand loyalty. In contrast, brand love exerts a considerable impact on brand loyalty and is an effective mediator in the relationship between customer satisfaction and brand loyalty. The study concluded that brand love is key to building customer loyalty directly and through mediation. The theoretical implications of this study are to broaden the understanding of the importance of brand love in strengthening the relationship between customer satisfaction and brand loyalty, particularly in the electronics industry. In practical terms, these results provide strategic guidelines for companies like Samsung to focus on developing stronger emotional relationships with their consumers.

Keywords: Customer Satisfaction, Brand Love, Brand Loyalty, Samsung Smartphone.

DECLARATION



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DECLARATION

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Case: Female Student at University of Darussalam Gontor)

I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

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APPROVAL OF SUPERVISOR

To Honorable,

Dean of Faculty of Economics and Management

University of Darussalam Gontor

Bismillahirrahmanirrahim,

Assalamu 'alaikum Wr, Wb

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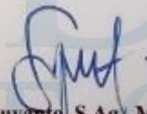
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Wassalamu 'alaikum Wr, Wb

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed the thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

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MOTTO

فَإِنْ تَوَلَّوْا فَقُلْ حَسْبِيَ اللَّهُ لَا إِلَهَ إِلَّا هُوَ عَلَيْهِ تَوَكَّلْتُ وَهُوَ رَبُّ الْعَرْشِ الْعَظِيمِ

(At-Taubah: 129)

“But if they turn away, then say, ‘O Prophet,’ ‘Allah is sufficient for me. There is no god ‘worthy of worship’ except Him. In Him, I put my trust. And He is the Lord of the Mighty Throne.”

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DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin, all praise be to Allah SWT for His infinite mercy and grace so that the author can complete this thesis with patience and strength. Shalawat and salam are continuously poured out to our lord, the Prophet Muhammad SAW, who has become a guiding light during darkness. Aamiin.

This simple work is dedicated to myself and also those who are the primary support and encouragement when the spirit begins to fade:

For Mama and Papa, thank you for the prayers that never break and the spirit that always accompanies every step. Thank you for being a source of enthusiasm and happiness for my two dearest siblings. This thesis is presented as a form of love and gratitude for your presence, which always matters. May Allah SWT always bestow health, blessings, and happiness to our family.

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