THESIS

THE EFFECT OF SERVICE QUALITY, AND BRAND PERSONALITY ON BRAND LOYALTY, OF YOUTUBE PREMIUM USERS,

(CASE STUDY ON THE ZILLENIAL GENERATION)



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THE EFFECT OF SERVICE QUALITY, AND BRAND PERSONALITY ON BRAND LOYALTY, OF YOUTUBE PREMIUM USERS (CASE STUDY ON THE ZILLENIAL GENERATION)

UNDERGRADUATE THESIS

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

By

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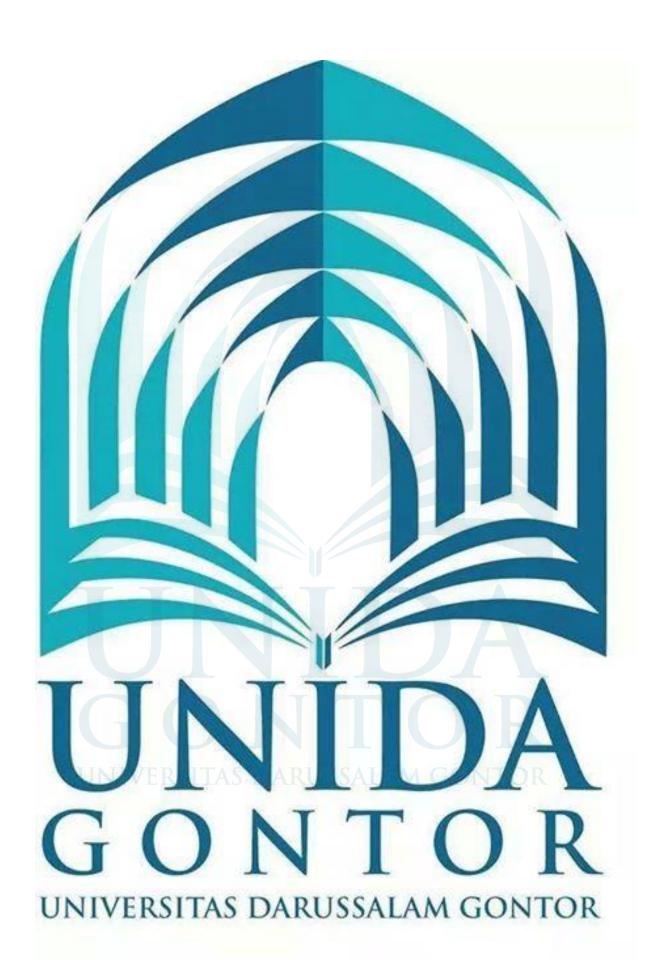
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ABSTRACT

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The sophistication of digital technology explains how a company utilizes these advancements to determine its marketing strategy. By focusing its marketing efforts more precisely, the company can analyze the results effectively. To achieve optimal outcomes, the company requires high-quality internal and external resources to ensure business success. If successful, this will lead to customer satisfaction. Customer satisfaction determines brand loyalty, which is essential for maintaining a company's competitiveness. However, consumers are not just buyers or users of a product; they are also long-term assets that must be nurtured. For companies providing products or services, building customer trust is crucial to reducing perceived risks associated with the products or services and encouraging their use and purchase. The goal of service management is to enhance the achievement of a certain level of service quality. This study employs a quantitative method aimed at measuring the relationship between the investigated variables through numerical data, which is then processed using statistical analysis to draw conclusions, with a sample of 385 respondents. The findings of this study contribute theoretically by demonstrating that service quality and brand personality do not significantly influence brand loyalty among YouTube Premium users. Practically, this study implies that companies need to identify other factors, such as pricing or innovative features, to enhance user loyalty amid competition in the digital services industry. The objective of this research is to examine the impact of service quality and brand personality on brand loyalty among YouTube Premium users within the Gen Zillennial demographic in Indonesia, as well as to identify relevant factors in building user loyalty in the competitive era of digital services.

Keywords: Service Quality, Brand Personality, Brand Loyalty, YouTube Premium, Zillennial Generation.



ABSTRAK

Pengaruh Kualitas Layanan, dan Kepribadian Merek Terhadap Kesetiaan Merek, Pengguna YouTube Premium, (Study Kasus Pada Generasi Zillenial) Novi Rahmadani

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Kecanggihan teknologi digital menjelaskan bagaimana sebuah Perusahaan memanfaatkan kecanggihan tersebut untuk menentukan pemasaran. Dengan memfokuskan pemasaran dengan lebih cermat dan mampu untuk mengkaji hasilnya. untuk mendapatkan hasil yang bagus Perusahaan sangat memerlukan sumber daya baik internal maupun eksternal yang berkualitas tinggi untuk mencapai kesuksesan bisnis tersebut. Dan apabila berhasil maka akan memberikan kepuasaan bagi para pelanggan. Kepuasaan pelanggan menentukan loyalitas merek untuk mempertahankan daya saing pada perusahaan. Tetapi konsumen bukan hanya sekedar pembeli/pengguna barang, namun konsumen juga merupakan aset Perusahaan dalam jangka Panjang yang harus dijaga. Serta Perusahaan penyedia produk atau jasa pentingnya membangun kepercayaan bagi para pelanggan agar mampu mengurangi adanya persepsi resiko produk ataupun jasa serta dapat mendorong mereka untuk memakai dan membeli produk atau jasa tersebut. Dan tujuan dari manajemen pelayanan jasa adalah meningkatkan pencapaian sebuah kualitas pelayanan tertentu. Penelitian ini menggunakan metode kuantitatif, yang bertujuan untuk mengukur hubungan antara variabel-variabel yang diteliti melalui data numerik kemudian data diolah menggunakan analisis statistic untuk menarik Kesimpulan, dengan sampel sebanyak 385 responden. Hasil penelitian ini memberikan kontribusi teoretis dengan menunjukkan bahwa kualitas layanan dan kepribadian merek tidak signifikan untuk memengaruhi kesetiaan merek pada pengguna YouTube premium. Secara praktis, penelitian ini mengimplikasikan bahwa Perusahaan perlu mengidentifikasikan factor lain, seperti harga atau fitur inovatif, untuk meningkatkan kesetiaan pengguna di tengah persaingan industry layanan digital. Dan tujuan dari penelitian ini mengetahui pengaruh kualitas layanan dan kepribadiaan merek terhadap kesetiaan merek pengguna YouTube Premium di kalangan Generasi Zillenial di Indonesia, serta factor-faktor yang relevan dalam membangun loyalitas pengguna di era persaingan layanan digital.

Kata Kunci: Kualitas Layanan, Kepribadian Merek, Kesetiaan Merek, YouTube Premium, Generasi Zillenial.

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Faculty of Economics and Management

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DECLARATION

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Title

:THE EFFECT OF SERVICE QUALITY AND BRAND PERSONALITY ON BRAND LOYALTY OF YOUTUBE PREMIUM USERS (CASE STUDY ON THE ZILLENIAL

GENERATION)

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

Wassalamu 'alaikum Wr, Wb.

Ponorogo, 14 Rajab 1446 H

january 14th, 2024

Author,

Novi Rahmadani NIM. 422021428043



Faculty of Economics and Management

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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

I certify that I have supervised and read this thesis, written by:

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: THE EFFECT OF SERVICE QUALITY AND BRAND PERSONALITY ON BRAND LOYALTY OF YOUTUBE PREMIUM USERS

(CASE STUDY ON THE ZILLENIAL GENERATION)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for degree of Bachelor of Management Department.

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THESIS EXAMINATION COMMITTEE APPROVAL

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Loyalty Of Youtube Premium Users (Case Study On The Zillenial

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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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Faculty of Economics and Management

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APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

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Reg. Number : 422021428043

Title : The Effect Of Service Quality And Brand

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It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H/ 2024-2025 M.

Mantingan, Sya'ban 2nd, 1446 H

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Dean of

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MOTTO

وَما هَذِهِ الْحَيَوةُ اللَّانْيا َ إِلا لَهُ وَلَعِبٌ وَإِنَّ الدَّارَ الْلاَّخِرَةَ فَما هَذِهِ الْحَيَوانُ لَوْ كَانُوا يَعْلَمُونَ فَي الْحَيَوانُ لَوْ كَانُوا يَعْلَمُونَ

"And there is no life in this world but only joking and playing around. And indeed the afterlife is the real life, if only they knew. (Q.S al-Ankabut 64)

UNIDA GONTOR

DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin, all praise be to Allah SWT for His boundless mercy and blessings, enabling the author to complete this thesis with patience and strength. May blessings and peace always be upon our beloved Prophet Muhammad SAW, a guiding light amidst the darkness. Aamiin.

This humble work is dedicated to those who have been the primary pillars of support and encouragement when the spirit starts to wane:

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Mantingan, <u>14 Rajab 1446</u> January 14th, 2025

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