

Pengaruh citra merek terhadap loyalitas pelanggan : studi pada Apple iPhone = The effect of brand image on customer loyalty : study on Apple iPhone

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Abstrak

[ABSTRAK

Penelitian ini ingin menganalisis pengaruh citra merek terhadap loyalitas pelanggan yang menggunakan ponsel iPhone di DKI Jakarta. Sampel penelitian adalah pengguna ponsel iPhone pertama kali di DKI Jakarta dengan jumlah 100 responden. Penelitian ini adalah penelitian kuantitatif dengan desain eksplanatif. Penelitian ini menggunakan metode uji reliabilitas, uji validitas, regresi berganda, dan uji hipotesis yang terdiri dari uji R², uji F, dan uji t. Hasil dari penelitian ini menunjukkan bahwa iPhone memiliki citra merek yang baik; loyalitas pelanggan ponsel iPhone adalah baik; dan citra merek ponsel iPhone memiliki hubungan yang positif terhadap loyalitas pelanggannya dan memiliki pengaruh yang signifikan.

ABSTRAK

The purpose of this research is to investigate the effect of brand image on customer loyalty of iPhone cell phone in Jakarta. The sample of this research is iPhone first-time users in Jakarta area as much as 100. This is a quantitative research with explanative design. This research using reliability test, validation test, simple regression, and hypothesis test with R² test, F test, and t test. The result of this research are that brand image of iPhone have a good point as much as its customer loyalty, and iPhone's brand image do have positive and significant effect on customer loyalty. , The purpose of this research is to investigate the effect of brand image on

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