

Pengaruh brand attitude dan brand romance terhadap brand loyalty pengguna telepon seluler = The influence of brand attitude and brand romance toward brand loyalty in cell phone users / Muhammad Husni Nurrohman

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Abstrak

[ABSTRAK

Tesis ini membahas mengenai seberapa besar sikap dan brand romance dari konsumen untuk membentuk loyalitas terhadap merek smartphone yang pelanggan miliki saat ini. Responden berdomisili di Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Brand Romance terbentuk dari tiga dimensi yaitu kesenangan, gairah dan dominasi yang mempengaruhi emosional pelanggan terhadap merek smarphone yang mereka miliki saat ini. Tujuan dari penelitian ini untuk mengetahui seberapa besar pengaruh brand attitude dan brand romance dalam memprediksi loyalitas pelanggan terhadap merek smartphone. Penelitian ini adalah penelitian kuantitatif dengan menggunakan kuisisioner dan dianalisis menggunakan metode statistik deskriptif dengan program Analysis of Moment Structural (AMOS) 22. Hasil dari penelitian ini menyarankan perusahaan untuk lebih meningkatkan hubungan emosional dengan pelanggan terutama Gen Y agar dapat meningkatkan loyalitas pelanggan terhadap produk mereka.

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ABSTRACT

This thesis discussed about how consumer?s attitude and brand romance can establish brand loyalty towards any smartphone?s brand. Respondents lived in Jakarta, Bogor, Depok, Tangerang, and Bekasi. Brand Romance consists of three dimensions there are pleasure, arousal, and dominance that affect the emotional of customer?s smartphone to the brand that they have this day. The purpose of this study was to determine how much the influence of brand attitude and brand romance can predict customer?s brand loyalty. This research was a quantitative research using a questionnaire and analyzed using descriptive statistical method of Moment Structural Analysis program (AMOS) 22. The results of this study suggest the company to improve the emotional connection toward the customers especially Gen Y that will enhance their loyalty to the brand;This thesis discussed about how consumer?s attitude and brand romance can establish brand loyalty towards any smartphone?s brand. Respondents lived in Jakarta, Bogor, Depok, Tangerang, and Bekasi. Brand Romance consists of three dimensions there are pleasure, arousal, and dominance that affect the emotional of customer?s smartphone to the brand that they have this day. The purpose of this study was to determine how much the influence of brand attitude and brand

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