

ABSTRAK

Perkembangan bisnis saat ini semakin pesat ditandai dengan tingkat persaingan antar perusahaan yang semakin ketat. Produk handphone berkembang sangat cepat dan semakin memanjakan konsumen dengan beragam produk yang menarik. Tujuan dalam penelitian ini adalah untuk menganalisis pengaruh feature produk terhadap keputusan pembelian ulang smartphone merek Samsung di Kota Semarang, menganalisis pengaruh citra merek terhadap keputusan pembelian ulang smartphone merek Samsung di Kota Semarang, menganalisis pengaruh feature produk terhadap loyalitas konsumen dalam pembelian ulang smartphone merek Samsung di Kota Semarang, menganalisis pengaruh citra merek terhadap loyalitas konsumen dalam pembelian ulang smartphone merek Samsung di kota Semarang, dan menganalisis pengaruh keputusan pembelian terhadap loyalitas konsumen dalam pembelian ulang smartphone merek Samsung di kota Semarang.

Populasi dalam penelitian ini adalah konsumen yang membeli smartphone samsung di Kota Semarang yang jumlahnya tidak diketahui dengan pasti (tidak teridentifikasi), dengan menggunakan teknik pengambilan sampel purposive sampling, di peroleh sampel sebanyak 100 responden. Penyebaran dilakukan di 2 tempat, yaitu outlet Samsung Paragon Mall Semarang dan Outlet Samsung Citra Land Mall Semarang. Jenis data yang dipergunakan adalah data primer, melalui penyebaran kuesioner. Alat analisis yang dipergunakan adalah path analysis.

Hasil pengujian path analysis memberikan hasil fitur produk berpengaruh positif terhadap keputusan pembelian ulang dan loyalitas konsumen. Citra merek berpengaruh positif terhadap keputusan pembelian ulang dan loyalitas konsumen. Keputusan pembelian ulang berpengaruh positif terhadap loyalitas konsumen. Fitur produk berpengaruh langsung terhadap loyalitas konsumen. Citra merek berpengaruh langsung terhadap loyalitas konsumen.

Kata Kunci : Citra Merek, Fitur Produk, Keputusan Pembelian, Loyalitas Konsumen

ABSTRACT

Current business development is increasingly marked by increasing competition among companies. Mobile products are growing very fast and increasingly pampering consumers with a

variety of attractive products. The purpose of this study was to analyze the effect of product features on the Samsung brand smartphone re-purchase decision in Semarang City, analyze the influence of brand image on Samsung brand smartphone purchasing decisions in Semarang City, analyze the effect of product features on consumer loyalty in the re-purchase of Samsung brand smartphones in Semarang City, analyzed the influence of brand image on consumer loyalty in the repurchase of Samsung brand smartphones in the city of Semarang, and analyzed the effect of purchasing decisions on consumer loyalty in the purchase of Samsung brand smartphones in the city of Semarang.

The population in this study were consumers who bought samsung smartphones in Semarang City whose numbers were not known with certainty (not identified), using purposive sampling sampling technique, obtained a sample of 100 respondents. The distribution was carried out in 2 places, namely the Samsung Paragon Mall Semarang outlet and the Samsung Citra Land Mall Semarang Outlet. The type of data used is primary data, through questionnaires. The analytical tool used is path analysis.

Path analysis test results provide the results of the product features have a positive effect on the decision to repurchase and consumer loyalty. Brand image has a positive effect on repurchase decisions and consumer loyalty. Re-purchase decisions have a positive effect on consumer loyalty. Product features directly influence consumer loyalty. Brand image has a direct effect on consumer loyalty.

Keywords: Brand Image, Consumer Loyalty, Product Features, Purchasing Decisions