

**THE EFFECT OF BRAND IMAGE, VARIETY  
SEEKING, AND SOCIAL FACTOR ON BRAND  
LOYALTY OF BMW CAR BRAND WITH A  
MODERATION AGE IN SURABAYA**



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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA  
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SEEKING, AND SOCIAL FACTOR ON BRAND  
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**APPROVAL PAGE**

FINAL ASSIGNMENT

THE EFFECT OF BRAND IMAGE, VARIETY SEEKING,  
AND SOCIAL FACTOR ON BRAND LOYALTY OF BMW  
CAR BRAND WITH A MODERATION AGE IN  
SURABAYA

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The author realizes that this proposal still has shortcomings due to limitation of time, knowledge and other factor. Therefore all suggestions and criticism is accepted for the improvement of this final assignment. Hopefully this final assignment can provide benefits and insight for readers.

Surabaya, 19 Juni 2020

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**ABSTRACT**

BMW is a original brand from Germany that has mastered the premium vehicle segment in Indonesia, amounting to 26.05% of car sales in Indonesia. supported by young entrepreneurs who have under 40 years of age. This thesis uses the theoretical basis derived from the Decision making model, Kotler and Keller (2007) to determine someone in deciding on a purchase of a BMW brand.

This thesis has a sample of 210 people who know and use BMW and will know as a customer's loyalty to a brand. This thesis is distributed using Google forms and posted on social media with a minimum age of 17 years in Surabaya. Analysis of technical data in this skripsi uses Structural Equation Model (SEM) with SMART PLS 3.0 as an analysis tool.

The results of this study indicate that of the 4 hypotheses proposed, there is 1 hypothesis that was rejected. that is, age that has no power to moderate brand image, find variations, and social factors. Basic logic of thought that underlies this study is not proven. This thesis also provides information about what BMW should improve in the future. Suggestions for people who are interested in doing this thesis to add other moderation variables and user ages that are more detailed or detailed so that the resulting data is more valid.

**Keyword :** Brand Image, Variety Seeking, Social Factor, Brand Loyalty, Moderating Age, and Decision making, Kotler dan Keller (2007)

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**ABSTRACT**

BMW adalah suatu merek kendaraan yang berasal dari Jerman yang telah menguasai segmen kendaraan premium di Indonesia terbesar ke dua yaitu sebesar 26,05% dari penjualan mobil di Indonesia dan juga ditunjang oleh segment yang membeli mobil BMW adalah para pengusaha muda yang memiliki umur di bawah 40 tahun. Skripsi ini menggunakan dasar teori yang berasal dari Decision making model, Kotler dan Keller (2007) untuk menentukan seseorang dalam memutuskan suatu pembelian terhadap brand BMW.

Skripsi ini mempunyai sampel 210 orang yang mengetahui dan menggunakan BMW dan akan mengetahui bagaimana loyalitas suatu pelanggan terhadap suatu brand. Skripsi ini didistribusikan menggunakan Google form dan di posting di media social dengan umur minimal 17 tahun di Surabaya. Analisis data teknik di skripsi ini menggunakan Structural Equation Model (SEM) dengan SMART PLS 3.0 sebagai alat analisis.

Hasil dari penelitian ini menunjukkan bahwa dari 4 hipotesis yang diajukan, ada 1 hipotesis yang ditolak, yaitu usia yang tidak memiliki kekuatan untuk memoderasi citra merek, pencarian variasi, dan faktor sosial. Dasar logika berpikir yang melandasi skripsi ini tidak terbukti. Tesis ini juga memberikan informasi tentang apa yang harus diperbaiki oleh BMW di masa depan. Saran untuk orang-orang yang tertarik untuk melakukan tesis ini untuk menambahkan variabel moderasi lainnya dan usia pengguna yang lebih rinci atau rinci sehingga data yang dihasilkan lebih valid.

**Keyword :** Brand Image, Variety Seeking, Social Factor, Brand Loyalty, Moderating Age, and Decision making, Kotler dan Keller (2007)