

**THE EFFECT OF BRAND IMAGE, BRAND LOVE,
BRAND TRUST, AND CUSTOMER LOYALTY ON
WOM AT SMARTPHONE XIAOMI IN SURABAYA**



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

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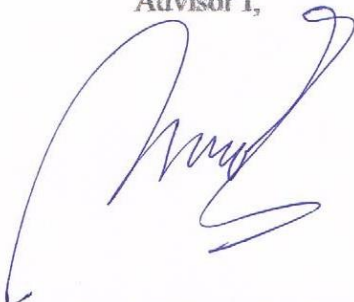
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THESIS
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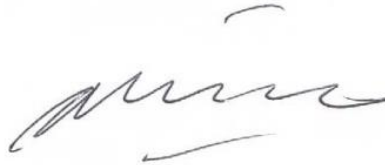


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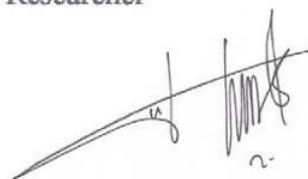
Praise and thanksgiving to the Lord Jesus Christ for all of his help and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a bachelor degree in Management at the Faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the writer would like to thank:

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The writer realizes that in this thesis are still many shortcomings, therefore criticism and suggestion for improvements are expected this thesis. Hopefully this paper can provide benefits to readers.

Surabaya, 1 January 2019

Researcher



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TABLE OF CONTENT

	Page
TITLE PAGE	ii
APPROVAL PAGE	iii
VALIDATION PAGE	iv
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER	v
FOREWORDS	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	viii
LIST OF GRAPH.....	ix
LIST OF FIGURES	x
LIST OF APPENDICES	xi
ABSTRACT	xii
CHAPTER 1 INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Research Questions	5
1.3 Objectives of the Study	6
1.4 Significance of the Study	6
1.5 Writing Systematic.....	6
CHAPTER 2 LITERATURE REVIEW	
2.1 Theoretical Foundation	8
2.2 Previous Research	15
2.3 Relationship Between Variables	16
2.4 Research Framework.....	19
2.5 Hypothesis.....	20
CHAPTER 3 RESEARCH METHOD	
3.1 Research Design.....	21
3.2 Variable Identification	21
3.3 Operational Definition	21
3.4 Variable Measurement	23
3.5 Type and Sources of the Data	24
3.6 Tools and Data Collection Methods.....	24
3.7 Population, Sample, and Sampling Techniques.....	24
3.8 Analysis of Data.....	25
CHAPTER 4 ANALYSIS AND DISCUSSION	
4.1 Respondent Characteristic.....	28
4.2 Descriptive Statistic	30
4.3 Structural Equation Modeling Data Analysis	33
4.4 Discussion	37
CHAPTER 5 CONCLUSION AND SUGGESTION	
5.1 Conclusion	41
5.2 Limitations	41
5.3 Suggestion.....	42
REFERENCES	
APPENDICES	

LIST OF TABLES

	Page
Table 1.1 Worldwide Smartphone Market, Top 5 Company Shipments, Market Share and Year-over-Year Growth, Q1 2018	4
Table 2.1 Comparison Between Previous Researches with the Current Research	15
Table 4.1 Respondent Characteristic Based on Using Xiaomi Smartphone	28
Table 4.2 Respondent Characteristic Based on Gender	28
Table 4.3 Respondent Characteristic Based on Age	29
Table 4.4 Respondent Characteristic Based on Job	29
Table 4.5 Respondent Characteristic Based on Domicile	29
Table 4.6 Interval Mean Score	30
Table 4.7 Descriptive Statistic of Brand Image	30
Table 4.8 Descriptive Statistic of Brand Love	31
Table 4.9 Descriptive Statistic of Brand Trust	31
Table 4.10 Descriptive Statistic of Customer Loyalty	32
Table 4.11 Descriptive Statistic of Word of Mouth	32
Table 4.12 Univariate Normality Test	33
Table 4.13 Multivariate Normality Test	34
Table 4.14 Validity Test	34
Table 4.15 Reliability Test	35
Table 4.16 Goodness of Fit Test	35
Table 4.17 Hypothesis Test	37

LIST OF GRAPH

	Page
Graph 1.1 Global revenue from smartphone sales from 2013 to 2017	1

LIST OF FIGURES

	Page
Figure 2.1 Theory of Reasoned Action (TRA)	9
Figure 2.2 Research Framework	20

LIST OF APPENDICES

- Appendix 1 Research Questionnaire
- Appendix 2 Research Data
- Appendix 3 Respondent Characteristic and Descriptive Statistic Variable Research
- Appendix 4 Normality Test
- Appendix 5 Output SEM LISREL
- Appendix 6 Reliability Test
- Appendix 7 Path Diagram

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh variable Brand Image, Brand Love, Brand Trust, dan Customer Loyalty terhadap Word of Mouth pada smartphone Xiaomi di Surabaya.

Penelitian ini merupakan penelitian kausal. Teknik pengambilan sampel menggunakan non probability sampling dengan cara purposive sampling. Responden dalam penelitian ini adalah seluruh pengguna smartphone Xiaomi di Surabaya, sedangkan sampel diambil sebanyak 180 responden. Data dalam penelitian ini dikumpulkan dengan menyebarkan kuesioner. Teknik analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan program LISREL.

Hasil dalam penelitian ini dapat disimpulkan bahwa: *Brand Image* berpengaruh positif terhadap *Customer Loyalty*, *Brand Love* berpengaruh positif terhadap *Customer Loyalty*, *Brand Trust* berpengaruh positif terhadap *Customer Loyalty*, *Customer Loyalty* berpengaruh positif terhadap *Word of Mouth* pada smartphone Xiaomi di Surabaya.

Kata Kunci: Brand Image, Brand Love, Brand Trust, Customer Loyalty, Word of Mouth

The Effect of Brand Image, Brand Love, Brand Trust, and Customer Loyalty On WOM at Smartphone Xiaomi In Surabaya

ABSTRACT

This research was conducted to determine the effect of Brand Image, Brand Love, Brand Trust, and Customer Loyalty on Word of Mouth at smartphone Xiaomi in Surabaya.

This research is causal research. The sampling technique used in this research is non probability sampling by means of purposive sampling. Respondents in this study are all Xiaomi smartphone users in Surabaya, while samples taken as many as 180 respondents. Data in this study were collected by distributing questionnaires. The data analysis technique used is Structural Equation Modeling (SEM) using the LISREL program.

The results in this study can be concluded that: Brand Image has a positive effect on Customer Loyalty, Brand Love has a positive effect on Customer Loyalty, Brand Trust has a positive effect on Customer Loyalty, Customer loyalty has a positive effect on WOM at smartphone Xiaomi in Surabaya.

Keywords: Brand Image, Brand Love, Brand Trust, Customer Loyalty, Word of Mouth