

ABSTRAK

PENGARUH CUSTOMER BONDING DAN KEPUASAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN SMARTPHONE IPHONE Di KOTA BANDAR LAMPUNG

Oleh

SELVY PRATIWI

Penelitian ini bertujuan untuk mengetahui Pengaruh Customer Bonding dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Dalam Pembelian Smartphone Iphone Di Kota Bandar Lampung, dan sampel sejumlah 110 orang dengan Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *probability sampling*. Hasil penelitian juga menunjukkan hipotesis pertama bahwa Promosi (X1) berpengaruh positif terhadap Loyalitas Pelanggan pada pengguna Smartphone Iphone di kota bandar lampung, Hal ini di uji secara parsial Customer Bonding (X1) terhadap Loyalitas Pelanggan (Y), memiliki t hitung $>$ t tabel ($7,086 > 1,982$). Didapatkan nilai signifikansi ($0,000 < 0,05$). Hal tersebut menyatakan variabel customer bonding secara parsial berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan smartphone Iphone di kota bandar lampung. Uji hipotesis kelima, berdasarkan hasil uji F di dalam penelitian ini, Fhitung yang di peroleh sebesar $47,788 > 2,69$. dengan memperoleh nilai signifikansi $0,000 < 0,05$. maka dapat disimpulkan bahwa customer bonding dan kepuasan pelanggan Bersama sama berpengaruh terhadap loyalitas pelanggan. Nilai tersebut menunjukkan bahwa besarnya kontribusi variabel independent (Customer Bonding dan Kepuasan Pelanggan) terhadap variabel dependent (Loyalitas Pelanggan) adalah 46,2% dengan asumsi bahwa pengaruh bernilai 100% maka masih ada 53,8% tersisa yang kemungkinan dapat di pengaruhi oleh variabel lain yang tidak dimasukkan kedalam penelitian ini, maka dapat dikatakan bahwa kemampuan menjelaskan variabel bebas (Customer Bonding dan Kepuasan Pelanggan) tidak kuat terhadap variabel terikat (Loyalitas Pelanggan).

Kata Kunci: Customer Bonding, Kepuasan Pelanggan, Loyalitas Pelanggan

***THE INFLUENCE OF CUSTOMER BONDING AND CUSTOMER
SATISFACTION ON IPHONE SMARTPHONE CUSTOMER LOYALTY IN
BANDAR LAMPUNG CITY***

ABSTRACT

By

SELVY PRATIWI

This research aims to determine the influence of customer bonding and customer satisfaction on customer loyalty in purchasing iPhone smartphones in Bandar Lampung City, and the sample is 110 people with the sampling technique used in this research is probability sampling. The research results also show the first hypothesis that Promotion (X1) has a positive effect on Customer Loyalty among iPhone Smartphone users in the city of Bandar Lampung. This was partially tested by Customer Bonding (X1) on Customer Loyalty (Y), having t count $>$ t table ($7,086 > 1.982$). A significance value was obtained ($0.000 < 0.05$). This states that the customer bonding variable partially has a positive and significant effect on iPhone smartphone customer loyalty in the city of Bandar Lampung. Test the fifth hypothesis, based on the results of the F test in this study, the F count obtained was $47.788 > 2.69$. by obtaining a significance value of $0.000 < 0.05$. So it can be concluded that customer bonding and customer satisfaction together have an influence on customer loyalty. This value shows that the contribution of the independent variables (Customer Bonding and Customer Satisfaction) to the dependent variable (Customer Loyalty) is 46.2% with the assumption that the influence is 100%, so there is still 53.8% remaining which could possibly be influenced by other variables. which were not included in this research, it can be said that the ability to explain the independent variables (Customer Bonding and Customer Satisfaction) is not strong against the dependent variable (Customer Loyalty).

Keywords: Customer Bonding, Customer Satisfaction, Customer Loyalty