

## **ABSTRACT**

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(xiv; 99 pages; 24 tables; 18 figures; 11 appendices)

### **THE EFFECT OF FUNCTIONAL VALUE, SOCIAL VALUE, EMOTIONAL VALUE, MONETARY VALUE AND CUSTOMER SATISFACTION TOWARDS CONSUMER REPURCHASE INTENTION OF XIAOMI REDMI NOTE 4 IN SURABAYA**

Globalization continues to grow over time. It affect to most aspect of life such as technology and information. Tools used to support the development of technology and information is the computer. However, the computer immediately replaced with a laptop and then tablet, then smartphone appears as a combination of simple communication tools in terms of size, functional as a communication tool and sophisticated as computers also have affordable price, one of it is Xiaomi. Therefore, the researcher has conducted the study of the effect of functional value, social value, monetary value, and customer satisfaction towards consumer repurchase intention of Xiaomi Redmi Note 4 in Surabaya.

The data used in this test were collected from 130 respondents. Six-point Likert to obtain respondent's level agreement. The eligibility of 130 respondents, they must have enough knowledge and used Xiaomi Redmi Note 4 at least one year. This research used descriptive analysis, simple and multiple linear regression analysis with SPSS to test the relationship between variables. The study revealed significant result of Functional Value, Emotional Value, Monetary Value towards Customer Satisfaction, Customer Satisfaction significantly effect Consumer Repurchase Intention, while Social Value insignificantly effect Customer Satisfaction.

Keywords : Xiaomi, Functional Value, Social Value, Emotional Value, Monetary, Customer Satisfaction, Consumer Repurchase Intention

References : 13 (1950-2017)

## **ABSTRAK**

**Yohana Alvania Sembodo (0000027077 / 01120150003)**

(xiv; 99 halaman; 24 tabel; 18 figure; 11 lampiran)

### **PENGARUH NILAI FUNGSIONAL, NILAI SOSIAL, NILAI EMOTIONAL, NILAI MONETER DAN KEPUASAN PELANGGAN TERHADAP MINAT BELI ULANG KONSUMEN XIAOMI REDMI NOTE 4 DI SURABAYA**

Globalisasi terus berkembang dari waktu ke waktu. Itu sebagian besar mempengaruhi aspek kehidupan seperti teknologi dan informasi. Sedangkan, alat yang digunakan untuk menjembatani perkembangan teknologi dan informasi adalah komputer. Namun, dari waktu ke waktu komputer segera digantikan dengan laptop dan kemudian tablet, kemudian muncullah smartphone sebagai kombinasi alat komunikasi yang simple dalam hal ukuran, fungsional sebagai alat komunikasi dan canggih dari segi teknologi, juga memiliki harga yang terjangkau, salah satunya adalah Xiaomi. Oleh karena itu, peneliti melakukan studi tentang pengaruh nilai fungsional, nilai sosial, nilai moneter, dan kepuasan pelanggan terhadap minat beli ulang konsumen terhadap produk Xiaomi Redmi Note 4 di Surabaya.

Data yang digunakan dalam tes ini dikumpulkan dari 130 responden. Dengan menggunakan enam poin Likert untuk mendapatkan tingkat persetujuan responden. 130 Responden harus memiliki pengetahuan yang cukup dan pernah menggunakan Xiaomi Redmi Note 4 setidaknya satu tahun. Penelitian ini menggunakan analisis deskriptif, analisis regresi linier sederhana dan berganda dengan SPSS untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan hasil yang signifikan dari Nilai Fungsional, Nilai Emosional, Nilai Uang terhadap Kepuasan Pelanggan, Kepuasan Pelanggan berpengaruh signifikan terhadap Niat Pembelian Kembali Konsumen, sedangkan Nilai Sosial tidak signifikan mempengaruhi Kepuasan Pelanggan.

Kata kunci: Xiaomi, Nilai Fungsional, Nilai Sosial, Nilai Emosional, Moneter, Kepuasan Pelanggan, Niat Pembelian Kembali Konsumen

Referensi: 13 (1950-2017)

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