

ABSTRAK
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ANALISIS PENGARUH

*FUNCTIONS, USABILITY, DESIGN, APPLICATIONS, PRICE,
CUSTOMER SUPPORT, CORPORATE IMAGE, CUSTOMER
SATISFACTION, CUSTOMER LOYALTY, SWITCHING
BARRIER*

Variabel - variabel yang digunakan dan dibahas dalam penelitian ini adalah *customer loyalty, customer satisfaction, switching barrier, device feature (function, usability, design, applications, device price), corporate factors (customer support, corporate image)*.

Metode Penelitian yang digunakan adalah metode kuantitatif dengan menggunakan Amos, Pengumpulan dilakukan dengan penyebaran kuesioner kepada 158 orang pengguna Smartphone Samsung Note 9, dengan karakteristik responden jenis kelamin pria dan wanita, umur 18 - 60 tahun, pekerjaan, dan jangka pembelian minimal 1 tahun terakhir, dan pernah berinteraksi dengan Customer Service Samsung.

Penelitian *Functions* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil ditolak, selanjutnya ada penelitian *Usability* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil diterima, penelitian *Design* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil ditolak, penelitian *Applications* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil ditolak, penelitian *Price* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil diterima, penelitian *Customer Support* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil diterima, penelitian *Corporate Image* berpengaruh signifikan terhadap *Customer Satisfaction* menunjukkan hasil diterima, penelitian *Customer Satisfaction* berpengaruh positif terhadap *Customer Loyalty* menunjukkan hasil diterima, penelitian *Switching Barrier* berpengaruh signifikan terhadap *Customer Loyalty* menunjukkan hasil diterima.

Kata Kunci : *Function, Usability, Design, Applications, Price, Customer Support, Corporate Image, Customer Satisfaction, Switching Barrier, Customer Loyalty.*

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The variables used and discussed in this study are customer loyalty, customer satisfaction, switching barriers, device features (function, usability, design, applications, device price), corporate factors (customer support, corporate image). The research method used is a quantitative method using Amos, the collection was carried out by distributing questionnaires to 158 Samsung Note 9 Smartphone users, with the characteristics of male and female respondents, age 18-60 years, occupation, and a minimum purchase period of the last 1 year, and have interacted with Samsung Customer Service.

Functions research has a significant effect on Customer Satisfaction shows the results are rejected, then there is a Usability research that has a significant effect on Customer Satisfaction showing the results are accepted, Design research has a significant effect on Customer Satisfaction shows the results are rejected, the Applications research has a significant effect on Customer Satisfaction shows the results are rejected, Price research has a significant effect Customer Satisfaction shows accepted results, Customer Support research has a significant effect on Customer Satisfaction, shows accepted results, Corporate Image research has a significant effect on Customer Satisfaction, shows accepted results, Customer Satisfaction research has a positive effect on Customer Loyalty shows accepted results, Switching Barrier research has a significant effect on Customer Loyalty shows the results received.

Keywords: Function, Usability, Design, Applications, Price, Customer Support, Corporate Image, Customer Satisfaction, Switching Barrier, Customer Loyalty.