THE INFLUENCE OF VIRAL MARKETING, SOCIAL MEDIA AND BRAND IMAGE TOWARD CUSTOMER LOYALTY SAMSUNG SMARTPHONE AT MANADO CITY

THESIS

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TITLE PAGE

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ABSTRACT

GISELLE .M. WANGANIA, THE INFLUENCE OF VIRAL MARKETING, SOCIAL MEDIA AND BRAND IMAGE TOWARD CUSTOMER LOYALTY SAMSUNG SMARTPHONE AT MANADO CITY.

(GUIDED BY TANDAJU Y. TEDDY AND SENGKEY H. Y. RAFAEL)

Customer loyalty is a form of customer loyalty to use the products or services offered. In this case, the customer will continue to use the product faithfully. Unconsciously, customers will recommend products to people around them. The purpose of this study is to examine how much influence Viral Marketing, Social Media, and Brand Image on Samsung Smartphone Customer Loyalty in Manado. This type of research is quantitative using questionnaire data distributed by researchers to consumers in Manado who are loyal using Samsung smartphones, and the data is processed using SPSS version 24 of multiple linear regression analysis methods as an analytical tool.

The results of this study indicate that Viral Marketing has a significant influence toward Customer Loyalty, Social Media has a significant influence toward Customer Loyalty and Brand Image has a significant influence toward Customer Loyalty. And the F test results of Viral Marketing, Social Media and Brand Image variables simultaneously influence toward Customer Loyalty Samsung smartphones at Manado City.

Keywords : Viral Marketing, Social Media , Brand Image , Customer Loyalty.

ABSTRAK

GISELLE .M. WANGANIA, PENGARUH PEMASARAN VIRAL, MEDIA SOSIAL DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN SAMSUNG SMARTPHONE SAMSUNG DI MANADO CITY.

(GUIDED BY TANDAJU Y. TEDDY AND SENGKEY H. Y. RAFAEL)

Loyalitas pelanggan merupakan salah satu bentuk loyalitas pelanggan untuk menggunakan produk atau jasa yang ditawarkan. Dalam hal ini, pelanggan akan terus menggunakan produk dengan setia. Tanpa disadari, pelanggan akan merekomendasikan produk kepada orang-orang di sekitarnya. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh Viral Marketing, Media Sosial, dan Citra Merek terhadap Loyalitas Pelanggan Smartphone Samsung di Manado. Jenis penelitian ini adalah kuantitatif dengan menggunakan data kuesioner yang disebarkan peneliti kepada konsumen di Manado yang loyal menggunakan smartphone Samsung, dan data diolah dengan menggunakan SPSS versi 24 metode analisis regresi linier berganda sebagai alat analisis.

Hasil penelitian ini menunjukan bahwa Viral Marketing memiliki pengaruh signifikan terhadap Loyalitas Pelanggan, Media Sosial memiliki pengaruh signifikan terhadap Loyalitas Pelanggan, dan Citra Merek memiliki pengaruh signifikan terhadap Customer Loyalty. Dan hasil uji F variabel Viral Marketing, Media Sosial dan Citra Merek secara bersamaan mempengaruhi Loyalitas Pelanggan smartphone Samsung di Kota Manado.

Kata Kunci: Viral Marketing, Media Sosial, Citra Merek, Loyalitas Pelanggan.

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First, student would like to thank to Lord Almighty Jesus Christ, because of His grace and guidance, student can finish the process to writing of the Thesis report with the title: “The Influence of Viral Marketing, Social Media and Brand Image Toward Customer Loyalty Samsung Smartphone at Manado City. Can be resolved properly.

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The student realized that this report is not perfect. The student apologizes for anything that might be wrong and unclear in this report, so any critics and suggestion are very welcomed. Hopefully, this report will be useful for anyone who reads it.

Manado, July 7th 20120

Student

STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis statement, state that this thesis:

THE INFLUENCE OF VIRAL MARKETING, SOCIAL MEDIA AND BRAND IMAGE TOWARD CUSTOMER LOYALTY SAMSUNG SMARTPHONE AT MANADO CITY

Is truly my originality work.

In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as plagiarism, I will take consequences given to me, including the cancellation of degree and certificate.

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