

ABSTRACT

The development of technology is increasing day by day, the technology that currently exists will be quickly replaced with new technology in a fast period of time. Especially smartphones which have now become a necessity in daily activities because of the convenience and practicality provided. Based on a survey conducted by StatCounter, it showed that there was a significant decline in sales of Samsung smartphones in Indonesia in 2018-2020, which was followed by an increase in sales of two other smartphone companies, namely Xiaomi and Oppo. This has become a business phenomenon where there is a decrease in the loyalty of Samsung smartphone users which is marked by a decrease in sales of Samsung smartphones and an increase in the sales of competitors in Indonesia. Samsung's marketing strategy needs to be improved in order to increase consumer loyalty for Samsung ponsel pintar. In addition to this business phenomenon, a research gap was also found between customer satisfaction and brand loyalty.

This study aims to develop a conceptual model on how to Customer Satisfaction by using the Service-Dominant Logic Theory approach so as to Brand Loyalty in Samsung smartphone users through Customer Engagement and Customer-Brand Identification. This study involved 130 respondents with moderate criteria or had used a Samsung smartphone in Indonesia. The data obtained were analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) program.

Based on the results of this study, it was found that customer satisfaction has a positive and significant effect on customer engagement, in this study it was also found that customer engagement had a positive and significant effect on consumer-brand identification. Brand loyalty, and finally, a positive and significant relationship was found between customer-brand identification and brand loyalty among Samsung smartphone users in Indonesia. Therefore, all hypotheses in this study were accepted. This research is expected to be useful for the Samsung company and become a valuable literature for the benefit of academics.

Keywords: Customer Satisfaction, Customer Engagement, Customer-Brand Identification, Brand Loyalty, Service-Dominant Logic