

## ABSTRACT

Yaqin, Ainul. 2015. Thesis. Title: The Effect of Samsung Galaxy Android Smartphone's Brand Image to Customer Loyalty (A Study on State Islamic University of Maulana Malik Ibrahim Malang Students). Thesis, Marketing Management Department, Faculty of Economy, State Islamic University of Maulana Malik Ibrahim Malang.

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Nowadays, smartphones are flooding the market with offering their own features excellence. The appearance of new smartphone brands in Indonesia has made the competition in this sector become more interesting. Samsung Galaxy series which is able to compete with iPhone and iPad has become a main topic between the gadget users, thus their curiosity triggering their buying intention. One of the ways to achieve the continuous improvement is by building a brand image.

This research aimed to know the effect, both simultaneously and partially, of free variable brand image which consist of kinds of brand association (x1), brand association support (x2), brand association strength (x3), and brand association uniqueness (x4), to dependent variable customer loyalty. The analysis technique used in this research was multiple regressions. The research population was State Islamic University of Maulana Malik Ibrahim Malang students, whereas the sample taken was 95 students by using Naresh K Malhotra's sampling technique.

From the research findings, it can be concluded that: (1) There was a significant positive impact from kinds of brand association (x1), brand association support (x2), brand association strength (x3), and brand association uniqueness (x4) of Samsung Galaxy smartphone partially toward customer loyalty by the significance value below 5%. (2) There was a significant positive impact from kinds of brand association (x1), brand association support (x2), brand association strength (x3), and brand association uniqueness (x4) of Samsung Galaxy smartphone simultaneously toward customer loyalty by  $F_{count}$  was bigger than  $F_{table}$  by  $30,005 > 2,37$ . (3) There was a dominant impact from kinds of brand association of Samsung Galaxy android smartphone variable toward customer loyalty by contribution value of 40,7. Therefore, it can be concluded that brand image can determine the customer loyalty's level in Samsung Galaxy android smartphone purchasing.