

ABSTRAK

ANALISIS PENGARUH *COUNTRY OF ORIGIN* DAN *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP LOYALITAS MEREK SMARTPHONE SAMSUNG YANG DIMEDIASI KEPUASAN

(Survey Pada Mahasiswa Di Kabupaten Sleman)

Oleh :

Julian Anggara (141120250)
Juliananggara1993@gmail.com

Smartphone kini telah menjadi kebutuhan penting bagi masyarakat global di seluruh dunia. Pertumbuhan jumlah pengguna *smartphone* di dunia pun terus meningkat tiap tahunnya, tak terkecuali di kawasan Asia Tenggara. Asia Tenggara dianggap sebagai pasar potensial penjualan *smartphone* oleh vendor *smartphone* global maupun lokal. Meskipun banyak merek *smartphone* global dan lokal yang dipasarkan di wilayah tersebut, Samsung mampu menjadi pemimpin pasar dan memiliki pangsa pasar yang cukup tinggi di beberapa negara seperti, Indonesia, Singapura, Malaysia, Filipina, dan Thailand.

Penelitian ini menggunakan pendekatan kuantitatif yang merupakan penekanan pada pengujian teori melalui pengukuran variabel penelitian dengan angka yang diperoleh dari penyebaran kuesioner penelitian dan selanjutnya melakukan analisis data dengan prosedur statistik. Populasi dalam penelitian ini adalah seluruh mahasiswa pengguna Smartphone Samsung di Kabupaten Sleman. Sampel penelitian ini adalah sebagian mahasiswa pengguna *Smartphone* Samsung di Kabupaten Sleman, dan diambil sebanyak 100 yaitu mahasiswa pengguna *Smartphone* Samsung di Kabupaten Sleman. dan diharapkan dapat mewakili keseluruhan populasi.

Hasil penelitian menemukan bahwa *country of origin* dan *corporate social responsibility* yang dimediasi kepuasan berpengaruh secara positif dan signifikan terhadap loyalitas merek *smartphone* samsung.

Kata kunci : *Country Of Origin, Corporate Social Responsibility, Loyalitas, Kepuasan*

ABSTRACT

ANALYSIS OF THE EFFECT OF COUNTRY OF ORIGIN AND CORPORATE SOCIAL RESPONSIBILITY ON LOYALTY OF SATISFACTED SAMSUNG SMARTPHONE BRANDS

(Survey of Students in Sleman Regency)

By:

Julian Anggara (141120250)
Juliananggara1993@gmail.com

Smartphones have now become an important need for global society throughout the world. The growth in the number of smartphone users in the world continues to increase every year, including in the Southeast Asia region. Southeast Asia is considered a potential market for smartphone sales by global and local smartphone vendors. Although many global and local smartphone brands are marketed in the region, Samsung is able to become a market leader and has a high market share in several countries such as Indonesia, Singapore, Malaysia, the Philippines and Thailand.

This study uses a quantitative approach which is an emphasis on theoretical testing through measuring research variables with numbers obtained from distributing research questionnaires and then analyzing data with statistical procedures. The population in this study were all students of Samsung Smartphone users in Sleman Regency. The sample of this study is some students of Samsung Smartphone users in Sleman Regency, and taken as many as 100, namely students of Samsung Smartphone users in Sleman Regency. and is expected to represent the entire population

The results of the study found that country of origin and corporate social responsibility mediated by satisfaction positively and significantly affected the loyalty of Samsung smartphone brands.

Keywords: *Country of Origin, Corporate Social Responsibility, Loyalty, Satisfaction*