

PENGARUH CUSTOMER BASED CORPORATE REPUTATION, CUSTOMER SATISFACION, CUSTOMER LOYALTY, DAN CUSTOMER COMMITMENT TERHADAP CUSTOMER CITIZENSHIP BEHAVIOR PADA PELANGGAN SMARTPHONE XIAOMI DI SURABAYA

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ABSTRACT

This study aims to find out the influence of customer based corporate reputation, customer satisfaction, customer loyalty and customer commitment against customer citizen behavior behavior on xiaomi smartphone customers in Surabaya. The population in this study was Xiaomi smartphone users in Surabaya. The number of sample used was 200 respondents. Research sampling technique use purposive sampling. Data analysis in research using structural equation models with the Lisrel 8.80 program. The results of this study shows that customer based corporate reputation has a positive and significant effect on the customer citizenship behavior, customer satisfaction, loyalty customer, and customer committee of Xiaomi users in Surabaya. Also this study shows that customer satisfaction, loyalty customer, and customer commitments have a positive and significant effect on the customer citizenship behavior of Xiaomi users in Surabaya. The latest results in this study also found that customer satisfaction had a positive and significant effect on the loyalty customer of Xiaomi users in Surabaya

Keywords: Customer Based Corporate Reputation; Customer Satisfaction; Customer Loyalty; Customer Commitment; Customer Commitment; Customer Citizenship Behavior

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *customer based corporate reputation, customer satisfaction, customer loyalty* dan *customer commitment* terhadap *customer citizenship behavior* pada pelanggan smartphone xiaomi di Surabaya. Populasi dalam penelitian ini adalah pengguna smartphone Xiaomi di Surabaya. Jumlah sampel yang digunakan sebanyak 200 orang responden. Teknik pengambilan sampel penelitian menggunakan purposive sampling. Analisis data dalam penelitian menggunakan *structural equation model* dengan program Lisrel 8.80. Hasil penelitian ini memperlihatkan bahwa *customer based corporate reputation* berpengaruh positif dan signifikan terhadap *customer citizenship behavior, customer satisfaction, customer loyalty*, dan *customer commitment* para pengguna Xiaomi di Surabaya. Selain itu juga penelitian ini memperlihatkan bahwa *customer satisfaction, customer loyalty*, dan *customer commitment* berpengaruh positif dan signifikan terhadap *customer citizenship behavior* para pengguna Xiaomi di Surabaya. Hasil terakhir dalam penelitian ini juga menemukan bahwa *customer satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty* para pengguna Xiaomi di Surabaya

Kata Kunci: Customer Based Corporate Reputation; Customer Satisfaction; Customer Loyalty; Customer Commitment; Customer Citizenship Behavior