

**FAKTOR FAKTOR YANG MEMPENGARUHI *BRAND LOYALTY* DAN
WILLINGNESS TO PAY PREMIUM PRICE KONSUMEN MEREK *SMARTPHONE*
SAMSUNG DI INDONESIA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh. Pengaruh dimensi *Social Media Marketing Activities* terhadap *Brand Awareness Brand Image*, serta *Brand Loyalty* dan *Willingness to Pay Premium Price*. Objek yang digunakan dalam penelitian ini adalah *smartphone* merek Samsung di Indonesia. Pengolahan data dilakukan dengan menggunakan Regresi Linear Berganda menggunakan *software* PSPP 2.11. Penelitian ini menggunakan data primer yang diperoleh dari penyebaran kuesioner dengan jumlah responden sebanyak 170 responden yang merupakan pengguna *smartphone* merek Samsung di Indonesia. Teknik pengambilan sampel yang digunakan dalam penelitian adalah *non-probability sampling* dengan metode *purposive sampling*. Hasil penelitian ini menyatakan hanya *Interactivity*, *Trendiness* dan *Customization* yang memiliki pengaruh pada *Brand Awareness* atau *Brand Image*, kemudian brand image memainkan peranan penting karena berpengaruh langsung dan tidak langsung terhadap *Willingness to Pay Premium Price*.

Kata kunci : *Social Media Marketing Activities (SMMA)*, *Brand Image*, *Brand Awareness*, *Brand Loyalty*, *Willingness to Pay Premium Price*.

***FACTORS THAT INFLUENCE BRAND LOYALTY AND WILLINGNESS TO PAY
PREMIUM PRICE FOR SAMSUNG SMARTPHONE BRAND CONSUMERS IN
INDONESIA***

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ABSTRACT

This study aims to test and analyze the influence. The influence of the dimensions of social media marketing activities on brand awareness, brand image, as well as brand loyalty and willingness to pay premium price. The object of this research is the Samsung brand smartphone in Indonesia. Data processing was done using multiple linear regression using PSPP 2.11 software. This study uses primary data obtained from the distribution of questionnaires to 170 respondents who are users of Samsung brand smartphones in Indonesia. The sampling technique used in the study was non-probability sampling with purposive sampling method. The results of this study state that only interactivity trends and customization have an influence on brand awareness or brand image, then brand image plays an important role because it has a direct and indirect effect on willingness to pay premium price.

Key Words : Social Media Marketing Activities (SMMA), Brand Image, Brand Awareness, Brand Loyalty, Willingness to Pay Premium Price