

## INTISARI

Samsung adalah salah satu perusahaan elektronik terbesar di dunia. Merek tersebut berlokasi di Samsung Town, Seocho, Seoul, Korea Selatan. Samsung adalah salah satu perusahaan terbesar di Korea Selatan. Perusahaan ini memiliki beberapa cara untuk membuat pelanggannya loyal terhadap produk-produk mereka. Penelitian ini membahas mengenai bagaimana pengaruh citra merek dan harga produk terhadap loyalitas pelanggan *smartphone* Samsung di kalangan mahasiswa Universitas Gadjah Mada. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian ini berjumlah 110 responden yang diambil menggunakan *non-probability sampling* dengan teknik *purposive sampling* dan *snowball sampling*. Data dalam penelitian ini didapatkan melalui kuesioner yang diisi sendiri oleh responden serta studi literatur dari berbagai sumber. Analisis yang digunakan dalam penelitian ini adalah analisis deskriptif statistik, uji prasyarat analisis, analisis linier berganda, uji hipotesis, koefisien determinasi, sumbangan efektif, dan sumbangan relatif. Hasil dari penelitian ini adalah citra merek berpengaruh positif terhadap loyalitas pelanggan *smartphone* Samsung di kalangan mahasiswa Universitas Gadjah Mada dan harga produk juga berpengaruh positif terhadap loyalitas pelanggan *smartphone* Samsung di kalangan mahasiswa Universitas Gadjah Mada, dan citra merek dan harga produk secara bersama-sama berpengaruh positif terhadap loyalitas pelanggan *smartphone* Samsung di kalangan mahasiswa Universitas Gadjah Mada.

**Kata Kunci :** Citra Merek, Harga Produk, Loyalitas Pelanggan, *smartphone*.

## ABSTRACT

*Samsung is one of the largest electronics companies in the world. The brand is located in Samsung Town, Seocho, Seoul, South Korea. Samsung is one of the largest companies in South Korea. This company has several ways to make its customers loyal to their products. This study discusses how the influence of brand image and product prices on Samsung smartphone customer loyalty among Gadjah Mada University students. This study uses a quantitative approach with a survey method. The sample of this study amounted to 110 respondents who were taken using non-probability sampling with purposive sampling and snowball sampling techniques. The data in this study were obtained through questionnaires filled out by the respondents themselves as well as literature studies from various sources. The analysis used in this study is statistical descriptive analysis, prerequisite analysis test, multiple linear analysis, hypothesis testing, coefficient of determination, effective contribution, and relative contribution. The results of this study are that brand image has a positive effect on Samsung smartphone customer loyalty among Gadjah Mada University students and product prices also have a positive effect on Samsung smartphone customer loyalty among Gadjah Mada University students, and brand image and product prices together have a positive effect on the loyalty of Samsung smartphone customers among Gadjah Mada University students.*

**Keywords:** *Brand Image, Product Price, Customer Loyalty, smartphone.*