

ABSTRACT

This research was conducted based on the problem of the Xiaomi smartphone brand which experienced a decline in sales with its consumers, where the Samsung brand in the past few years was at the top and in the following year it experienced a very significant decline. However, the Xiaomi smartphone brand is already well-known among consumers, so a strategy is needed to increase sales with consumers again.

The purpose of this research is to determine the influence of brand relationship and customer satisfaction on brand loyalty among Xiaomi smartphone users. The population used in this research is Xiaomi smartphone users. This research was conducted using quantitative methods with descriptive research type. The data analysis technique used is multiple linear analysis. The data used in this research is primary data originating from 100 respondents who filled out questionnaires, using a non-probability sampling method, purpose sampling type.

Berdasarkan hasil pengujian hipotesis secara parsial seluruh variabel independen berpengaruh secara signifikan terhadap variabel dependen *brand loyalty* terhadap pengguna *smartphone* Xiaomi. Sedangkan berdasarkan hasil penelitian uji f (simultan) ditemukan nilai $Sig = 0.000 < 0,05$ dan $F_{hitung} < F_{tabel} (734.119 > 3,09)$, maka H_0 ditolak, yang berarti bahwa koefisien regresi tersebut signifikan. Sehingga dapat dikatakan bahwa terdapat pengaruh signifikan oleh variabel *Brand Relationship* dan *Customer Satisfaction* secara bersama-sama terhadap *Brand Loyalty*.

Keywords : *brand relationship, customer satisfaction, brand loyalty, xiaomi*