ABSTRACT

Loyalty programs one of the company's retention strategies as development and implementation of the Customer Relationship Management (CRM). Samsung launches a loyalty program application that is the Samsung galaxy gift,dedicated to loyal customers of Samsung. This program will help the company to improve customer satisfaction and loyalty, and can keep the customers who will be affected by offers from the other competitors. This study aimed to determine the influence of loyalty program Samsung Galaxy gift to the customer loyalty of the Samsung Galaxy and how the relationship between both of them.

This research is descriptive causal using a quantitative approach. The population in this study are the consumers of the Samsung galaxy that use Samsung galaxy gift but it is not known exactly how many users of this app, so the sampling technique that used is Non-Probability Sampling with convinence technique sampling with a sample of 400 respondents and using 4point Likert scale measurement. Methods of data collection performed by distributing online questionnaires. Data processing was done by multiple regression analysis to test the hypothesis simultaneously and partially.

The result of this study shows that consumer had a good response to loyalty program and customer loyalty. Simultaneously loyalty program has significant effect to customer loyalty 55,9%. Redemption value, aspirational value, relevance value and convenience value have significant effect to customer loyalty. While money value has not significant effect to customer loyalty on Samsung galaxy.

Keywords: Loyalty Program, Customer Loyalty