

ABSTRACT

The growth and development of technology in the world continues to grow rapidly from day to day. The emergence of this technology has provided many benefits and influences that have a major impact on the social life of the community, one of which is that it can facilitate the public in obtaining information, sending data, and doing office work. People are also more interested and use more digital mobile devices because they want communication tools that are easy to carry and can be used anytime, anywhere

The purpose of this study was to determine the Effect of Brand Image and Price on Consumer Loyalty through Satisfaction as an Intervening variable for Samsung Android users in Bandung.

This research uses quantitative methods, causal and uses non-probability sampling method with a total number of respondents as many as 100 people to Samsung smartphone users in Bandung.

Based on the results of the F Test for Equation Sub-Structure 2, the variable Brand Image (X1), Price (X2) and Consumer Satisfaction (Z) simultaneously have a significant effect on Consumer Loyalty (Y), This can be seen from the acquisition of the F test results in which The calculated F value is greater than the Ftable Value ($31.253 > 2.70$) and the Significance Value is smaller than the Accuracy Level ($0,000 < 0.05$). While the influence of Brand Image (X1), Price (X2) and Consumer Satisfaction (Z) variables on Consumer Loyalty (Y) can be seen from the acquisition of the Determination Coefficient, which is 49.4% and the remaining 50.6% is the influence of the variables Other variables were not included in this study

Based on the results, the variable Customer Satisfaction (Z) has a significant effect on Consumer Loyalty (Y) and the effect size is 7.56%. Meanwhile, the magnitude of the influence of the variable Brand Image (X1) on Consumer Loyalty (Y) through Consumer Satisfaction (Z) by 18% while the magnitude of the influence of the variable Price (X2) on Consumer Loyalty (Y) through Consumer Satisfaction (Z) is 12.9 %

Keywords: Brand Image, Price, Satisfaction, Loyalty