

PENGARUH *WORD OF MOUTH*, PENGALAMAN MEREK DAN CITRA MEREK *SMARTPHONE* OPPO TERHADAP LOYALITAS PELANGGAN DI OPPO BRAND STORE MALL PLAZA MILENIUM MEDAN

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) *Word Of Mouth* berpengaruh terhadap Loyalitas Pelanggan, (2) Pengalaman Merek berpengaruh terhadap Loyalitas Pelanggan, (3) Citra Merek berpengaruh terhadap Loyalitas Pelanggan dan (4) *Word of Mouth*, Pengalaman Merek dan Citra Merek secara simultan berpengaruh terhadap Loyalitas Pelanggan Di Oppo Brand Store Mall Plaza Millenium Medan. Jenis penelitian ini adalah kuantitatif deskriptif. Populasi pada penelitian ini merupakan pelanggan yang berbelanja di Oppo Brand Store Mall Plaza Millenium Medan. Sampel pada penelitian ini sebanyak 96 responden dengan menggunakan teknik *Purposive Sampling*. Metode analisis data yang digunakan adalah Uji Instrument, Uji Asumsi Klasik, Uji Regresi Linear Berganda serta Uji Hipotesis dengan menggunakan program *SPSS Version 24 for Windows*. Hasil penelitian menunjukkan (1) *Word of Mouth* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (2) Pengalaman Merek berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (3) Citra Merek berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan dan (4) *Word of Mouth*, Pengalamn Merek, dan Citra Merek berpengaruh positif dan signifikan secara simultan terhadap Loyalitas Pelanggan.

Kata Kunci: *Word of Mouth*, Pengalaman Merek, Citra Merek, Loyalitas Pelanggan

**THE EFFECT OF WORD OF MOUTH, BRAND EXPERIENCE AND
BRAND IMAGE OF OPPO SMARTPHONES ON CUSTOMER LOYALTY AT
OPPO BRAND STORE MALL PLAZA MILENIUM MEDAN**

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ABSTRACT

This study aims to find out (1) Word of Mouth has an effect on Customer Loyalty, (2) Brand Experience has an effect on Customer Loyalty, (3) Brand Image has an effect on Customer Loyalty and (4) Word of Mouth, Brand Experience and Brand Image simultaneously have an effect on Customer Loyalty at Oppo Brand Store Mall Plaza Millennium Medan. This type of research is descriptive quantitative. The population in this study are customers who shop at the Oppo Brand Store Mall Plaza Millennium Medan. The sample in this study was 96 respondents using purposive sampling technique. The data analysis method used is Instrument Test, Classical Assumption Test, Multiple Linear Regression Test and Hypothesis Test using SPSS Version 24 for Windows program. The results showed (1) Word of Mouth had a positive and significant effect on Customer Loyalty, (2) Brand Experience had a positive and significant effect on Customer Loyalty, (3) Brand Image had a positive and significant effect on Customer Loyalty and (4) Word of Mouth, Brand Experience, and Brand Image simultaneously had a positive and significant effect on Customer Loyalty.

Keywords: Word of Mouth, Brand Experience, Brand Image, Loyalty Customer