

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh citra merek, kualitas pelayanan *service center* terhadap niat beli ulang *smartphone* merek Samsung di kota Bandung. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dari penyebaran kuesioner kepada 195 sampel. Dengan karakteristik sampel penelitian adalah warga kota Bandung, pengguna *smartphone* merek Samsung Galaxy Series (J/M/A/S/Note), pernah melakukan perbaikan ke Samsung *service center* Bandung Elektronik Center dan memiliki keinginan membeli *smartphone* baru. Teknik pengambilan sampel menggunakan *non probability sampling* dan *purposive sampling*. Hasil penelitian menunjukkan bahwa citra merek dan kualitas pelayanan *service center* memiliki pengaruh positif terhadap niat beli ulang *smartphone* merek Samsung di kota Bandung. Berdasarkan temuan pada penelitian ini, penulis memberikan beberapa rekomendasi: (1) Samsung Electronics Indonesia harus menstandarisasi di semua *smartphone* Galaxy Series tipe terbaru dengan baterai yang memiliki kapasitas mAh (*miliampere per hour*) yang besar sehingga dapat menunjang aktifitas penggunaan selama sehari. (2) *Service center* Bandung Elektronik Center harus mendesain ulang *interior service center* dengan pemilihan warna dinding yang tepat dengan banner promosi atau atribut promosi lainnya sehingga menciptakan kesan elegan dan indah dipandang (3) Samsung Electronics Indonesia membuat *giveaway* pada media sosial di iming-imingi hadiah menarik dengan challenge merekomendasikan *smartphone* Samsung, sehingga pengguna mau merekomendasikan *smartphone* merek Samsung pada media sosial.

Kata Kunci: Citra Merek, Kualitas Pelayanan, Niat Beli Ulang

ABSTRACT

This study aims to determine how much influence the brand image, service quality at service center to repurchase intention Samsung brand smartphone in Bandung. The research method used was descriptive and verification of questionnaire distribution to 195 samples. With the characteristics of the research sample is the citizens of the city of Bandung, users of Samsung Galaxy Series (J/M/A/S/Note) smartphone brands, have made improvements to the Samsung service center Bandung Electronics Center and have the desire to buy a new smartphone. The sampling technique uses non probability sampling and purposive sampling. The results showed that the brand image and service quality at service center had a positive influence to repurchase intention of Samsung brand smartphones in the city of Bandung. Based on the findings of this study, the authors provide a number of recommendations: (1) Samsung Electronics Indonesia must standardize on all the latest types of Galaxy Series smartphones with batteries that have a large capacity of mAh (miliampere per hour) so that they can support the activities of using during the day. (2) Bandung Electronics service center must redesign the interior of the service center by choosing the right wall color with banner promotions or other promotional attributes so as to create an elegant and beautiful look (3) Samsung Electronics Indonesia makes a giveaway on social media in the lure of attractive prizes with the challenge of recommending Samsung smartphones, so users want to recommend Samsung smartphone brands on social media.

Keywords: Brand Image, Service Quality, Repurchase Intention