

**THE EFFECT OF BRAND QUALITY, BRAND AFFECTION, AND BRAND
TRUST TOWARD ATTITUDINAL LOYALTY AND BEHAVIORAL
LOYALTY ON OPPO SMARTPHONE**

THESIS



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UNIVERSITAS ATMA JAYA YOGYAKARTA

2022

APPROVAL PAGE

Thesis

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Declare that this thesis that has been completed is my work and does not contain the work of others except for some parts that require it as a reference with the proper procedures for writing scientific papers.

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SMARTPHONE**

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**Has been defended and accepted on January 9th, 2023, towards the fulfillment of the
requirements for the Degree of Sarjana Manajemen (S1) in the International Business
Management Program**

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DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA

ACKNOWLEDGEMENT

Thank to Almighty God who has given His bless and help to finish this research as a fulfilment to graduate, this thesis has been made. In the process of writing this thesis, I would like to express my sense of gratitude for parties who also involved in the making of it. The proposed title for this thesis is:

THE EFFECT OF BRAND QUALITY, BRAND AFFECTION, AND BRAND TRUST TOWARD ATTITUDINAL LOYALTY AND BEHAVIORAL LOYALTY ON OPPO SMARTPHONE

In the make of the thesis, there are many helps, guidance and supports along the way. In its idea creation, construction, and completion, I received review and suggestion that helps me to compose this thesis.

1. Thank you to Almighty God who has given his bless and help in the making of the thesis from the start until the end.
2. My Supervisor, Nadia Nila Sari, SE., MBA. For giving me feedbacks, reviewing my research, providing suggestion, and correcting mistakes along the way of this thesis making. Without his help I won't able to finish even to start this thesis.
3. My closest friends: Venina, Adinda, Edo, Thedi, Ibach, and others. For the help and supports in both my thesis and university life.

4. All employees and staffs of Faculty of Business and Economics universitas Atma Jaya Yogyakarta for helping and giving me knowledge during my college journey
5. My family who always supported me in my journey
6. For everyone else that I am unable to mention by names on paragraph above.

Thank you for the supports and lesson.

The writer of this thesis realize that this research is not perfect and there are shortcomings in this writing. That being the case, the writer accepts suggestions and critics from readers to be able to improve writer's future research and the future research study of others with similar topic.

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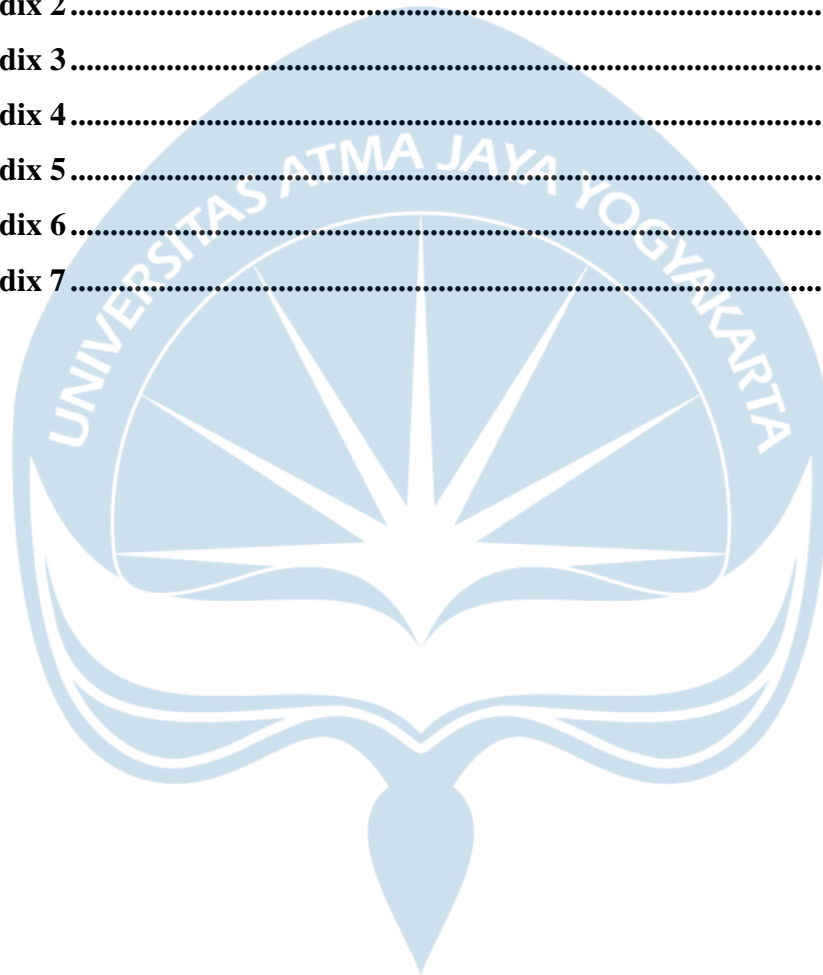
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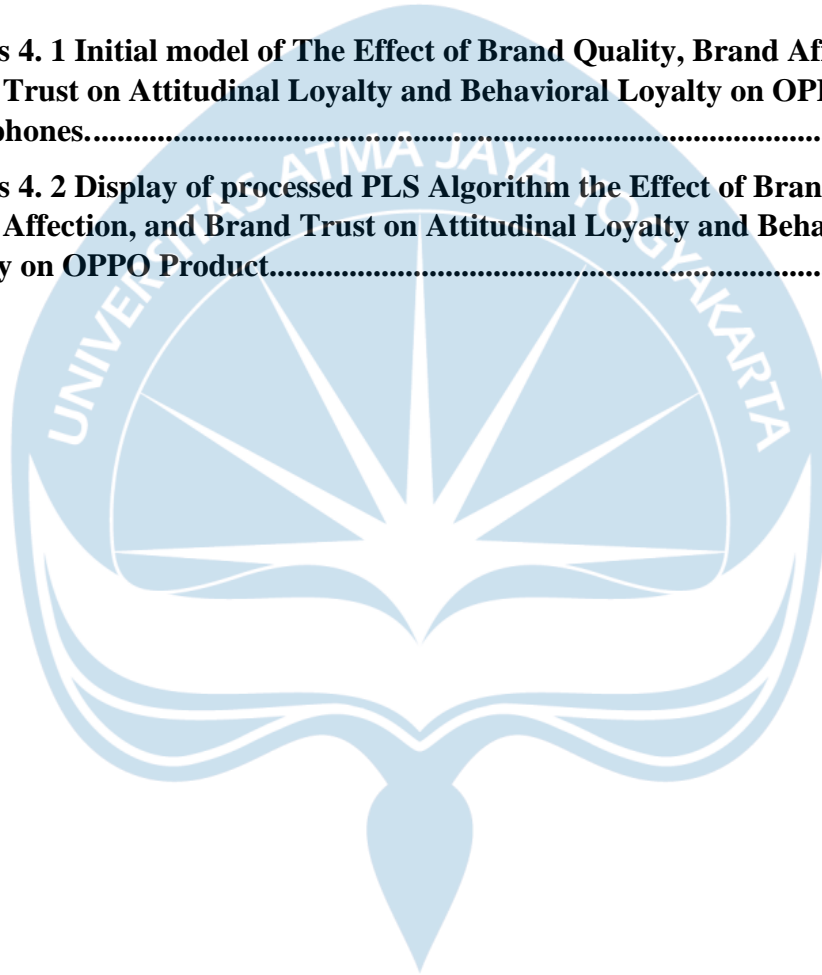


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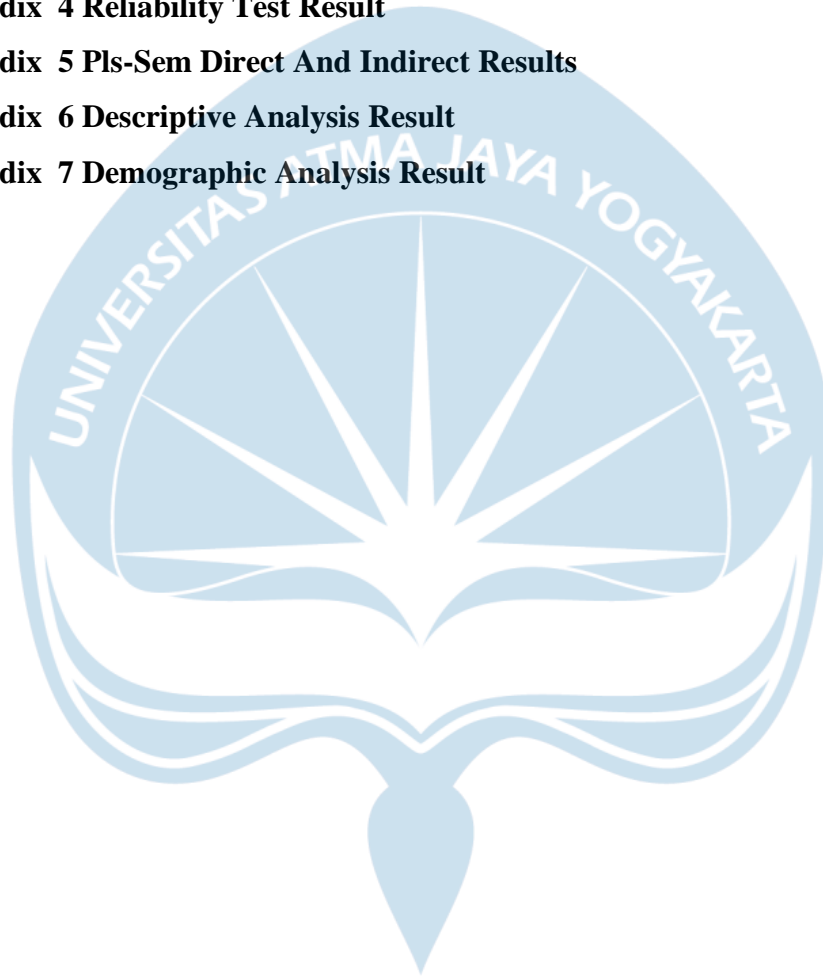
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ABSTRACT

This Research wants to find if brand trust, brand affection and brand quality influence behavioral loyalty with attitudinal loyalty as mediating variables. This research focused Oppo Smartphone as the object of the research. To examine the total of 111 samples, this study used Smart PLS-SEM model with bootstrapping method.

The results shows that brand affection and brand trust significantly effect attitudinal loyalty and behavioral loyalty. brand affection and brand trust also significantly effect behavioral loyalty with attitudinal loyalty as mediating variables. Although brand trust has significant effect towards attitudinal loyalty, brand trust does not significantly effect behavioral loyalty.

Keywords: brand trust, brand affection, brand aquality, attitudinal loyalty, behavioral loyalty, OPPO smartphone