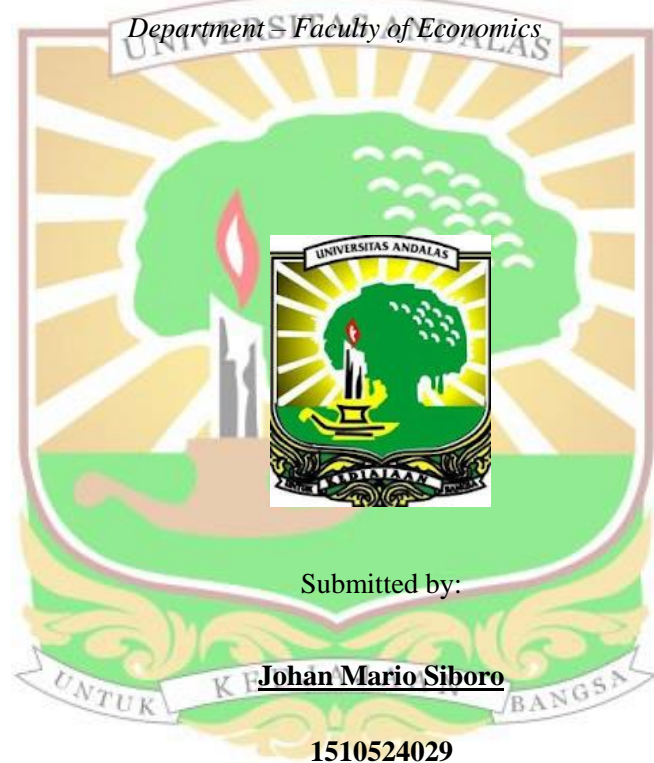


**The Effects of Brand Image and Brand Trust on Customer Loyalty with Customer Satisfaction as Intervening Variable (Study on User Samsung Smartphone at Andalas University)**

**THESIS**


*Thesis Is Submitted as Partial of the Requirement for a Bachelor Degree in Management*



Supervisor :

**Asmi Abbas SE,MM**

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT  
FACULTY OF ECONOMICS  
ANDALAS UNIVERSITY  
PADANG  
2020**

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**THE EFFECTS OF BRAND IMAGE AND BRAND TRUST ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLE ( STUDY ON USER SAMSUNG SMARTPHONE AT ANDALAS UNIVERSITY )**

*Bachelor Thesis by : Johan Mario Siboro*

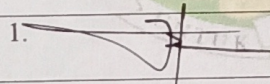
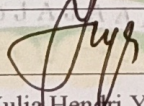
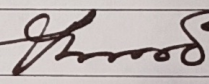
*Supervisor : Asmi Abbas SE,MM*

**ABSTRACT**

The research is to investigate the effects of brand image and brand trust on customer loyalty with customer satisfaction as intervening variable on students of Andalas University who Samsung smartphone as telecommunication tools. Total sample of this research is 125 respondents and distributed through the questionnaire. The sampling technique of this research is probability sampling with proportioned stratified sampling. The data was processed by using SPSS 16.0, PLS 3.0 and Ms.Excel. The result of this research is showed that brand image and customer satisfaction directly has significant effect on customer loyalty, but brand trust has no significant effect on customer loyalty.

**Keywords:** *Brand Image, Brand Trust, Customer Satisfaction, Customer Loyalty*

This thesis already examine and passed on January, 9<sup>th</sup> 2020. This abstract already approved by supervisor and examiners :

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