

ABSTRAC

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Smartphones have now become an item that cannot be separated from human life. The development of smartphones is an opportunity for smartphone providers to compete in marketing their products. However, the impact of companies competing with each other is that competition is getting tougher and it is increasingly difficult to retain consumers. In management, to retain customers is known as customer loyalty. In this study, one of the largest smartphone companies in Indonesia, Oppo was used to examine customer loyalty in Jabodetabek. In addition, to measure customer loyalty, researchers use other variables namely customer satisfaction, product quality and brand image based on their experiences during product use. The use of non-probability sampling and processed using multiple regression analysis techniques. The results in this study is that customer satisfaction has a partial effect with a sig value of $.000 < 0.05$ and has a t count of $5.818 > 1.983$. Product quality has a partial effect with a value of $.028 < 0.05$ and has a t count of $2.228 > 1.983$. Brand image has no partial effect with a sig value of $.334 > 0.05$ and has a t count of $.950 < 1.983$. Simultaneously the value of f count 42.269 is greater than f table 2.696 and sig $.000$ is smaller than 0.05 .

Keywords: *customer satisfaction, product quality, brand image, customer loyalty*