

THESIS

**THE EFFECT OF CUSTOMER DELIGHT, BRAND IMAGE AND
PRODUCT INNOVATION ON ERIGO BRAND PURCHASE DECISIONS
IN THE CITY OF SURABAYA**



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**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY 17 AUGUST 1945 SURABAYA
2022**

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Submitted to the Faculty of Economics and Business to meet the requirements for
obtaining a Bachelor's Degree in Management



By :
Rafif Satriatama
NBI : 1211800140

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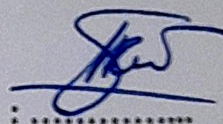
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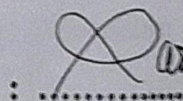
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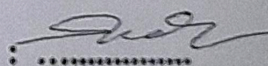
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MOTTO

Keep on dreaming of those dreams. Effort and hard work, prayer as sincere form. Later success or not there will come a sense of satisfaction – Boy

Candra

Meanwhile

If you already have a dream, give a date for its achievement, and it will become a goal. Remember, ideals are dreams that date – Mario Teguh

Trying to be a better a man everyday, because doing good doesn't need a reason. –

Rafiif Satriatama

Trying to be the best every day, because doing good doesn't need a reason.

PAGE PAGE

With great gratitude to Allah SWT, I dedicate this thesis to:

To my parents Mrs. Jujuk Lastriah, SH and Mr. Yayan Heryadi and my sister Deannissa Belva Kirana and all my beloved extended family, thank you for the abundance of prayers, enthusiasm, motivation, love and attention, and support that has been given so far.

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And for my alma mater, the Management Study Program, Faculty of Economics and Business, University of 17 August 1945, where I gained knowledge and learned a lot about the journey of life and its experiences.

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I thank God Almighty who has bestowed His grace and guidance so that I was given the opportunity to continue my education in the Bachelor of Economics Program and complete this thesis with pride.

I take this opportunity to thank all those who have provided assistance, direction, and encouragement during the completion of this thesis. Therefore, I express my gratitude to:

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to make it easier and easier for me to do this thesis and also give me endless encouragement. Thanks all for your support me in everything and I love you all.

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11. Thanks also to some regular children who also helped and provided motivation such as Alfy Kharimah, Nandan Prasetyo, Acha and several other names.
12. Thanks also to Nanda Naufalia who also helped me to make the questionnaire and always gave me encouragement, motivation and prayers every day.
13. Thanks also to my friends, Cak and Ning Surabaya 2021, who also always pray for and encourage me to finish this thesis as soon as possible.
14. Thanks also to my two friends from high school until now, namely Muhammad Nur Hidayat, Muhammad Iqbal who always gave encouragement, encouragement and motivation and prayed for me to finish this thesis soon.

I realize that this thesis is still far from perfect due to limited experience and knowledge. Therefore, I expect all forms of advice and input and even constructive criticism from various parties. Hopefully this thesis can be useful for readers and all parties, especially in the field of marketing management.

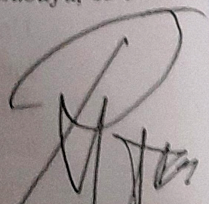
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Surabaya, 13 June 2021


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ABST
This study aims to determine the effect of product innovation on consumer purchase behavior in Surabaya. This type of research is qualitative. Respondents who are taken incidentally. The data collection method used is a probability sampling technique, this is done by using a questionnaire. Test the instrument validity and reliability. The data analysis technique used is multivariate testing using the F test and t test.

Keywords : Customer delight, Brand decision

ABSTRACT

This study aims to determine the effect of customer delight, brand image and product innovation on consumer purchasing decisions on erigo brand products in Surabaya. This type of research is quantitative research. The population is all customers of Erigo brand products in Surabaya. The number of samples taken is 100 respondents who are taken incidentally. The sampling technique used is the basic probability sampling technique, this technique is randomization or a coincidence. The data collection method used is a survey with a questionnaire instrument that is using a questionnaire. Test the instrument using Validity and Reliability Test. The data analysis technique used is multiple linear regression analysis with hypothesis testing using the F test and t test.

Keywords : Customer delight, Brand image and product innovation, Purchase decision

ABSTRACT

This study aims to determine the effect of customer satisfaction, brand image and product innovation on consumer purchasing on Erigo brand products in Surabaya. This type of research is quantitative research. The population is all customers of the Erigo brand in Surabaya. The number of samples taken is 100 respondents who are taken incidentally. The sampling technique used is the basic probability sampling technique, this technique is randomization or a coincidence. The data collection method used is a survey with a questionnaire instrument that is using a questionnaire. Test Instruments using Validity and Realibility tests. The data analysis technique used is multiple linear regression analysis with hypothesis testing using the F test and T test. Based on the research results obtained from multiple linear regression analysis,

Keywords : Customer delight, Brand image and Product innovation, Purchasing decisions

SUMMARY

THE EFFECT OF CUSTOMER DELIGHT, BRAND IMAGE, AND PRODUCT INNOVATION ON THE PURCHASE DECISION OF THE ERIGO BRAND IN THE CITY OF SURABAYA

The problem studied is whether there is influence of customer delight, brand image, product innovation partially or simultaneously on purchasing decisions. This study aims to determine the effect of customer delight, brand image, product innovation partially or simultaneously on purchasing decisions. The hypothesis in this research is Customer Delight whether it has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya, whether the brand image has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya, product innovation has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya and whether customer delight, image Brand, Product Innovation simultaneously has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya. The population used in this study were all customers who bought the local brand Erigo in the city of Surabaya by using a sample determination technique, namely probability sampling. The basis of probability sampling is randomization or coincidence, so it is also known as random sampling. The number of samples required for this study were 100 respondents. The data collection method used is the distribution of questionnaires (questionnaires). The data analysis technique used is validity test, reliability test, and multiple linear regression analysis. The hypothesis test used is the t test and F test. The data analysis in this study uses the help of SPSS version 26. Based on the research results obtained from multiple linear regression analysis are so it is also known as random sampling. The number of samples required for this study were 100 respondents. The data collection method used is the distribution of questionnaires (questionnaires). The data analysis technique used is validity test, reliability test, and multiple linear regression analysis. The hypothesis test used is the t test and F test. The data analysis in this study uses the help of SPSS version 26. Based on the research results obtained from multiple linear regression analysis are so it is also known as random sampling. The number of samples required for this study were 100 respondents. The data collection method used is the distribution of questionnaires (questionnaires). The data analysis technique used is validity test, reliability test, and multiple linear regression analysis. The hypothesis test used is the t test and F test. The data analysis in this study uses the help of SPSS version 26. Based on the research results

obtained from multiple linear regression analysis are $Y = 5.547 + 0.204(X1) + 0.506(X2) + 0.093(X3)$. The results of the t-test hypothesis show that the Customer Delight variable partially has an influence on purchasing decisions, it can be seen from the sig value of 0.013 < 0.005 and the value of $t_{count} = 2,533 > t_{table} = 1,660$. Partially brand image also has a significant influence on purchasing decisions, it can be seen from the value of sig 0.000 < 0.005 and the value of $t_{count} = 4,292 > t_{table} = 1,660$. So the two variables have the same significant effect on purchasing decisions, but on the other hand the third variable, namely product innovation, is not significant on purchasing decisions for the Erigo brand in the city of Surabaya with a sig value of 0.039 > 0.005 with a t value of 1.022 < t table 1.660. The results of the F-test hypothesis show that customer delight, brand image, product innovation simultaneously have a significant influence on purchasing decisions, the results obtained are sig. 0.000 < 0.005 and Fcount 78.973 > F table 2.699. Which means that H3 is accepted and the variables X1, X2 and X3 have a simultaneous and significant effect on the variable Y

The conclusions in this study indicate that customer delight, brand image have a significant and accepted effect but not for product innovation variables which are not significant for purchasing decisions for the Erigo brand in the city of Surabaya. Meanwhile, the simultaneous variables of Customer delight, brand image and product innovation have a simultaneous influence on purchasing decisions for the Erigo brand in the city of Surabaya.

SUMMARY

THE INFLUENCE OF CUSTOMER DELIGHT, BRAND IMAGE, AND PRODUCT INNOVATION ON THE PURCHASE DECISION ON ERIGO BRAND IN THE CITY OF SURABAYA

The problem studied is whether there is influence of customer delight, brand image, product innovation partially or simultaneously on purchasing decisions. This study aims to determine the effect of customer delight, brand image, product innovation partially or simultaneously on purchasing decisions. The hypothesis in this study is customer delight whether it has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya, whether brand image has a significant effect on purchasing decisions for the Erigo in the city for Surabaya, product innovation has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya and whether Customer delight, Brand image, Product innovation simultaneously has a significant effect on purchasing decisions for the Erigo brand in the city of Surabaya. The populations used in this study were all customers who bought the local brand Erigo in the city of Surabaya by using a sample determination technique, namely probability sampling. The basic of probability sampling is randomizations or coincidence, so it is also known as random sampling. The number of samples needed for this study were 100 respondents. The data collection method used is the distribution of a questionnaire. The data analysis technique used is validity test, reliability test, and multiple linear regression analysis. The hypothesis test used is the T test and F test. Data analysis in this study uses the help of SPSS version 26, Based on the results of the study obtained from multiple linear regression analysis is $Y = 5.547 + 0.204 (X1) + 0.506 (X2) + 0,093 (X3)$ the results of the t-test hypothesis show that the customer delight variable partially has an influence on purchasing decisions, it can be seen from the sig value of $0.013 < 0.005$ and the value of $2.533 > \text{table } 1.660$. Partially Brand image also has a significant influence on purchasing decisions, it can be seen from the sig value of $0.000, 0.005$ and the value of $4.292 > 1,660$. So the two variables have the same significant effect on purchasing decisions, but on the other hand the third variable, namely Product innovation, is not significant on purchasing decisions for the Erigo brand in the city of Surabaya with a sig value of $0.0039 > 0.005$ with at value of $1.022 > t \text{ table } 1.660$. The results of the F test hypothesis show that customer delight, brand image, product innovation simultaneously have a significant influence on purchasing decisions, the results obtained are sig $0.000 < 0.005$ and $F_{\text{count}} 78.973 > F \text{ table } 2.699$. Which means that H3 is accepted and the variables X1, X2, X3 have a simultaneous and significant effect on the variable Y

The conclusions in this study indicate that customer delight, brand image, have a significant and accepted effect but not for product innovation variables which are not significant for purchasing decisions for the Erigo brand in the city of Surabaya. Meanwhile, for the simultaneous variables of customer delight, brand image and product innovation have a simultaneous influence on purchasing decisions Erigo brand in Surabaya

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