

## **ABSTRACT**

*Samsung's South Korean company has long been engaged in technology globally, especially in the smartphone sector. However, it is faced with competition from competitors who renew innovations every year by introducing many advantages. The company will certainly try to create excellence on smartphones that are expected to provide a sense of comfort and satisfaction for its users so that it can create a sense of loyalty towards the product in the long run.*

*This research was conducted with the aim to determine the level of customer satisfaction and loyalty during and measure the effect of dimensions of device features and dimensions of company factors on customer satisfaction of Samsung smartphone users. The customer satisfaction variable towards customer loyalty which is moderated by the length of the relationship is also measured. The causal relationship between variables forms a structural equation model (Structural Equation Modeling (SEM)), which is processed using WarpPLS software version 6.0. Collecting data using a questionnaire distributed to students / I at Telkom University and collected 213 respondents, but specifically smartphone users Samsung obtained 160 respondents.*

*Tests on the level of customer satisfaction shows that customers are satisfied while loyalty shows loyalty. All variables in the group of device feature variables have a positive and significant effect on customer satisfaction except the benefits and price variables, while the variables in the company factor group all have a positive and significant effect on customer satisfaction. The moderating variable "Length of Relationship" is not enough to strengthen the influence of customer satisfaction on customer loyalty.*

*Keywords: Relationship Length, Customer Satisfaction, Customer Loyalty, SEM-PLS, Device Features, Company Factors*