RELATIONSHIP BETWEEN CUSTOMER VALUE AND BRAND IMAGE TOWARD CUSTOMER SATISFACTION AND CUSTOMER RETENTION ON HOME APPLIANCE INDUSTRY

by
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Abstract
In the era of globalization, there are many business opportunities as well as business challenges for companies. Companies have to compete for the best products and services for customers to be able to deliver their value to the customers. Corporate brand image is a key factor that supports the image of a company to be easily remembered by consumers. In the process of seizing and retaining customers, there should be a strategy that requires a commitment in both money and human resources that aim to make products that are offered in accordance with the wishes and needs of customers so as to give satisfaction to the customer. Consumer expectation now is to obtain good products with high brand image, if these expectations are met, they will feel satisfied and consequently become more loyal consumers. Based on calculations, we found that the value of customers significantly influence customer satisfaction. Customer value significantly influence customer retention with customer satisfaction as a mediating variable. Customer value significantly influence customer retention. Brand image significantly influence customer satisfaction. Brand image significantly influence customer retention with customer satisfaction as a mediating variable. Brand image significantly influence customer retention. Customer satisfaction significantly influence customer retention at Home Appliance Industry

Key word: Customer Value, Brand Image, Customer Satisfaction, Customer Retention

INTRODUCTION
This era of globalization presents many business opportunities as well as business challenges for companies. With so many challenges, it is common to find competition among companies, such as competing products, prices, services up to competition in the brand. Today the brand presence is becoming increasingly important, the brand is not just a name or symbol. Brand has become a differentiating product with other products in the wider community, while emphasizing the consumer perception. This perception is not just about the goods or services, but also the perception of the quality and prestige achieved. The business strives to create a brand that can be easily remembered and embedded in a long time in the minds of customers. It is not an easy task. However, company's ability to produce products with good quality will certainly lead to a positive brand image of the customer and will ultimately make customers more loyal to the brand of the company. Anxiety caused by manufacturers increases fierce competition atmosphere, various brands of products on offer, and on the other hand, consumer is not able to remember all of the products offered. Therefore, only products that have distinguished characteristics or a strong brand alone are able to distinguish from other products that can be more easily remembered by consumers.

Consumer expectation now is to obtain good products with high brand image, if these expectations are met, they will feel satisfied and consequently become more loyal consumers. Customers will choose products that are considered to have more value than other products, so that the customer value is a relevant concept and brand image is selected to support the product so it can be superior as compared to existing competitors. Competition in both services and manufacturing business are growing rapidly. The company should think not only about how to create quality products and services for the costumers, but also how companies can instill valuable experience that has been passed with their customers. This experience is to be embedded in the minds of consumers as to how the quality of the products and or services produced by the company. In addition, the company will try to make all the components of the products and services produced distinguished so it can be easily remembered by customers. Therefore, research was conducted to measure how the value of a given customer and the level of performance of the brand image and how it affects customer satisfaction and customer retention have an impact for the company concerned.

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