

ABSTRACT

Gloria Herliana Gunawan (01011180083)

THE INFLUENCE OF BRAND EXPERIENCES ON CONSUMER-BASED BRAND EQUITY OF LUXURY BRAND APPLE IN INDONESIA

(xii + 146 pages, 6 figures; 43 tables; 8 appendices)

The purpose of this research is to better understand the relationship between brand experiences (sensory, emotive, and intellectual) and brand equity (loyalty, perceived quality, and brand awareness/brand associations). The context for this study is worldwide luxury brands, notably the Apple brand. The time for this research is 2 months, from September to November. This study employs a quantitative research design, with data gathered using an electronic questionnaire created with Google Forms. This study was place in Indonesia. Smart-PLS 3.2.9 was used to analyze the data using the outer model and the inner model. The outer model includes tests for validity and reliability, while the inner model includes tests for goodness of fit, common method bias, R-square, predictive relevance, T-statistics, and P-value. Additionally, structural equation modeling is used to evaluate the construction linkages within this study's theoretical framework. The findings indicated that sensory experiences had an effect on all elements of brand equity. Meanwhile, emotional experiences have an effect on brand equity. Additionally, intellectual experiences have an effect on brand equity. Finally, this research adds to the worldwide marketing of luxury brand management strategies in developing regions by increasing the desirability of luxury brands via creation of value through brand experiences.

Keywords: *Brand Experiences; Sensory Experiences; Affective Experiences; Intellectual Experiences; Brand Loyalty; Perceived Quality; Brand Awareness; Brand Associations; Luxury Brand; Indonesia*

References: 178 (2005-2021)