ABSTRAK

Amellia (01619210042)

PENGARUH *PERCEIVED QUALITY, PERCEIVED VALUE OF COST, BRAND IDENTIFICATION, LIFESTYLE CONGRUENCE, ENVIRONMENT, BRAND EXPERIENCE* TERHADAP *CUSTOMER SATISFACTION* DAN *BRAND LOYALTY* APPLE

(xiv + 107 halaman; 2 gambar; 19 tabel; 3 lampiran)

Penelitian ini untuk menganalisis pengaruh antara dimensi *brand identification, brand experience, location and environment, lifestyle congruence, perceived value of cost, perceived quality* terhadap *customer satisfaction* dan *brand loyalty*. Penelitian ini merupakan penelitian korelasional dengan menggunakan pendekatan kuantitatif deskriptif. Populasi yang digunakan dalam penelitian ini adalah pelanggan Apple, sedangkan sampel yang diambil sebanyak 170 orang. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil pada penelitian ini menunjukkan bahwa *brand experience, environment, brand identification* berpengaruh positif terhadap *customer satisfaction. Lifestyle congruence, perceived quality*, dan *perceived value of cost* tidak berpengaruh terhadap *customer satisfaction,* dan *customer satisfaction* berpengaruh positif terhadap *brand loyalty* Apple. Kontribusi penelitian ini diharapkan dapat menjadi pertimbangan dan masukkan bagi pihak Apple mengenai faktor faktor yang berpengaruh untuk meningkatkan *customer satisfaction* dan *brand loyalty* Apple.

Referensi: 137 (1973-2022)

Kata Kunci: *Apple; Brand Experience; Brand Identification; Brand Loyalty; Customer Satisfaction; Lifestyle Congruence; Location and Environment; Perceived Quality; Perceived Value of Cost*

ABSTRACT

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THE INFLUENCE OF PERCEIVED QUALITY, PERCEIVED VALUE OF COST, BRAND IDENTIFICATION, LIFESTYLE CONGRUENCE, ENVIRONMENT, BRAND EXPERIENCE ON CUSTOMER SATISFACTION AND BRAND LOYALTY APPLE

(xiv + 107 pages; 2 figures; 19 tables; 3 appendices)

This research is to analyze the effect of the dimensions of brand identification, brand experience, location and environment, lifestyle congruence, perceived value of cost, perceived quality on customer satisfaction and brand loyalty. This research is a correlational study using a descriptive quantitative approach. The population used in this study were Apple customers, while the samples taken were 170 people. The data analysis technique used in this study is the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results of this study indicate that brand experience, environment, brand identification have a positive effect on customer satisfaction. Lifestyle congruence, perceived quality, and perceived value of cost have no effect on customer satisfaction, and customer satisfaction has a positive effect on Apple's brand loyalty. The contribution of this research is expected to be a consideration and input for Apple regarding the factors that influence Apple's customer satisfaction and brand loyalty.