

ABSTRACT

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THE EFFECT OF BRAND EXPERIENCE ON BRAND LOYALTY WITH THE MEDIATION OF BRAND TRUST AND BRAND SATISFACTION OF THE IPHONE APPLE BRAND IN JABODETABEK.

(xix + 91 pages; 5 figures; 22 Tables; Appendix 5)

In era of globalization, the geographical boundaries that used to separate one country from another no longer serve as obstacles to communicating or engaging with one another. This is supported by the availability of smartphones that employ highly advanced technology. This research aims to examine the impact of brand experience on brand loyalty via brand satisfaction and brand trust as a mediator. The object of this research is a foreign technological brand, namely Apple, and specifically its smartphone product, the iPhone. The research contribution for this research is Apple brands and those included in the international business scope will be able to continue to provide the best brand experience to retain their customers by stabilizing the quality of their goods and services. This study employed a quantitative methodology based on questionnaires. Researchers disseminate questionnaires using Instagram, WhatsApp, and LINE for personal dissemination. This research was carried out in Indonesia, specifically in Jabodetabek area. There were 209 respondents for the actual test. Using the outer model and inner model, Smart-PLS 3.2.9 is utilized to analyse data. The outer model comprises validity and reliability tests, whereas the inner model uses R-square, T-statistics, Original Samples, and P-square to analyse the relationship between variables. Based on the results obtained, researchers can conclude that Brand Experience, Brand Satisfaction, Brand Trust and Brand Loyalty have a significant positive relationship, with Brand Satisfaction and Brand Trust as mediators between Brand Experience and Brand Loyalty.

Keyword: *Brand Experience; Brand Satisfaction; Brand Trust; Brand Loyalty; Technology Industry; Indonesia*

References: 63 (2005 – 2023)

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(xix + 91 halaman; 5 gambar; 22 Tabel; Lampiran 5)

Dalam era globalisasi, batas-batas geografis yang dulu memisahkan satu negara dengan negara lain tidak lagi menjadi hambatan untuk berkomunikasi atau berinteraksi satu sama lain. Hal ini didukung dengan tersedianya smartphone yang menggunakan teknologi yang sangat canggih. Penelitian ini bertujuan untuk menguji pengaruh pengalaman merek terhadap loyalitas merek melalui kepuasan merek dan kepercayaan merek sebagai mediator. Objek penelitian ini adalah merek teknologi asing yaitu Apple, dan khususnya produk smartphone-nya yaitu iPhone. Kontribusi penelitian untuk penelitian ini adalah merek Apple dan yang termasuk dalam lingkup bisnis internasional akan dapat terus memberikan pengalaman merek terbaik untuk mempertahankan pelanggan mereka dengan menstabilkan kualitas barang dan layanan mereka. Penelitian ini menggunakan metodologi kuantitatif berdasarkan kuesioner. Peneliti menyebarkan kuesioner menggunakan Instagram, WhatsApp, dan LINE untuk diseminasi secara personal. Penelitian ini dilakukan di Indonesia, khususnya di wilayah Jabodetabek. Ada 209 respondent untuk tes aktual. Menggunakan outer model dan inner model, Smart-PLS 3.2.9 digunakan untuk menganalisis data. Outer model terdiri dari uji validitas dan reliabilitas, sedangkan inner model menggunakan R-square, T-statistics, Original Samples, dan P-square untuk menganalisis hubungan antar variabel. Berdasarkan hasil yang diperoleh peneliti dapat menyimpulkan bahwa Brand Experience, Brand Satisfaction, Brand Trust dan Brand Loyalty memiliki hubungan positif yang signifikan, dengan Brand Satisfaction dan Brand Trust sebagai mediator antara Brand Experience dan Brand Loyalty.

Kata kunci: *Brand Experience; Brand Satisfaction; Brand Trust; Brand Loyalty; Industry teknologi; Indonesia*

Referensi: *63 (2005 – 2023)*