

ABSTRAK

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Membangun Brand Loyalty yang Kuat: Pengaruh *Brand Experience*, *Brand Coolness*, *Brand Love*, *Brand Engagement*, *Customer Delight*, dan *Customer Psychological Wellbeing* dalam Mempengaruhi Niat Pembelian Ulang

Penelitian ini memiliki tujuan apakah dalam membangun suatu *brand loyalty* yang kuat ; *brand experience* , *brand coolness* , *brand love* , *brand engagement* , *customer delight*, dan *customer psychological wellbeing* mempengaruhi niat pembelian ulang kepada para pelanggan Iphone. Dengan adanya fenomena bahwa peningkatan *smartphone* terus terjadi maka penelitian ini ingin mengetahui dengan objek yang diteliti dapat membuat *smartphone* Iphone menjadi top 1 *brand index smartphone* di Indonesia. Penelitian ini menggunakan SmartPLS 4 untuk mengukur outer model dan inner model dan memperoleh 42 data untuk pre-test dan 151 untuk data aktual dari kuisioner yang telah disebar. Hasil penelitian ini menjelaskan bahwa (1) *brand coolness* memiliki pengaruh positif terhadap *brand love* tetapi tidak pada *brand engagement* , *brand love* memiliki pengaruh positif terhadap *brand engagement* , *customer delight* , dan *customer psychological wellbeing* , (3) *brand engagement* memiliki pengaruh positif terhadap *customer delight* dan *customer psychological wellbeing* , (4) *customer delight* memiliki pengaruh positif terhadap *customer psychological wellbeing* , (5) *brand coolness* berpengaruh pada *customer delight* dan *customer psychological wellbeing* yang dimediasi oleh *brand love* , (6) *brand coolness* tidak memiliki pengaruh pada *customer delight* dan *customer psychological wellbeing* yang dimediasi oleh *brand engagement* , (7) *brand experience* tidak dapat memoderasi hubungan antara *brand coolness* dengan *brand love* dan *brand engagement*, (8) *customer delight* memiliki pengaruh positif pada *repurchase intention* , dan (9) *customer psychological wellbeing* memiliki pengaruh positif pada *repurchase intention*.

Katakunci : *Brand Coolness , Brand Engagement , Brand love , Customer delight , customer psychological wellbeing , brand experience , repurchase intention.*



ABSTRACT

Building Strong Brand Loyalty: The Influence of Brand Experience, Brand Coolness, Brand Love, Brand Engagement, Customer Delight, and Customer Psychological Wellbeing on Repurchase Intention.

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The purpose of this research is to determine whether building a strong brand loyalty is influenced by brand experience, brand coolness, brand love, brand engagement, customer delight, and customer psychological well-being towards customers' intention to repurchase iPhone products. With the ongoing phenomenon of increasing smartphone usage, this study aims to investigate how the object of the study can make the iPhone the top-ranked smartphone brand index in Indonesia. SmartPLS 4 was used in this research to measure the outer and inner models and obtained 42 pre-test data and 151 actual data from questionnaires distributed to iPhone users who had repurchased the product. The results show that (1) brand coolness has a positive effect on brand love but not on brand engagement; brand love has a positive effect on brand engagement, customer delight, and customer psychological well-being, (3) brand engagement has a positive effect on customer delight and customer psychological well-being, (4) customer delight has a positive effect on customer psychological well-being, (5) brand coolness influences customer delight and customer psychological well-being mediated by brand love, (6) brand coolness has no effect on customer delight and customer psychological well-being mediated by brand engagement, (7) brand experience cannot moderate the relationship between brand coolness and brand love and brand engagement, (8) customer delight has a positive effect on repurchase intention, and (9) customer psychological well-being has a positive effect on repurchase intention.

Keywords: Brand Coolness , Brand Engagement , Brand love , Customer delight , customer psychological wellbeing , brand experience , repurchase intention.

