

## ABSTRAK

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### **PENGARUH *BRAND EXPERIENCE*, *BRAND SATISFACTION* DAN *TRUST* DALAM MEMBANGUN *BRAND LOYALTY* PADA PRODUK IPHONE**

(80 halaman, 9 gambar, 17 tabel, dan 2 lampiran)

Penelitian ini bertujuan untuk menguji pengaruh *brand experience*, *brand satisfaction* dan *trust* dalam membangun *brand loyalty*. Apple menjadi salah satu merek yang semakin hari semakin meningkat penjualannya. Produk-produk Apple sendiri tentu sudah tidak asing lagi di kalangan masyarakat dunia, termasuk Indonesia. Walaupun sukses menaiki posisi paling atas, namun pengiriman ponsel pintar Apple mengalami penyusutan 1% dibanding tahun lalunya. Pada kuartal IV tahun 2021. Penyusutan Apple Iphone itu bisa diakibatkan kurang puasnya pelanggan kepada produk Iphone maka mereka tidak mempunyai *repurchase intention* kepada produk Iphone. Oleh sebab itu perlu dilakukan penelitian mengenai *Brand Experience*, *Brand Satisfaction* dan *Trust* dalam membangun *Brand Loyalty*. Pengambilan sampel menggunakan teknik non *probability sampling* metode *Purposive Sampling* dengan kriteria pemilik dan pengguna *smartphone* Iphone di kota Jabodetabek. Sampel dalam penelitian ini berjumlah 165 responden dengan metode pengumpulan data menggunakan kuesioner. Data diolah menggunakan analisis validitas, reliabilitas dan uji statistik *Partial Least Square Equation Modeling* (PLS-SEM) menggunakan *software* SmartPLS 3.3.3. hasil penelitian menunjukkan 1). variabel *Brand Experience* berpengaruh positif signifikan terhadap *Brand Loyalty*, 2). *Brand Experience* berpengaruh positif signifikan terhadap *Brand Satisfaction*, 3). *Brand Experience* berpengaruh positif signifikan terhadap *Brand Trust*, 4). *Brand Satisfaction* berpengaruh positif signifikan terhadap *Brand Loyalty*. 5). *Brand Trust* berpengaruh negatif tidak signifikan terhadap *Brand Loyalty*

Kata Kunci: *brand experience*, *brand satisfaction*, *trust*, *brand loyalty*

Referensi: 61 (2000 – 2022)

## ABSTRACT

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### **PENGARUH *BRAND EXPERIENCE*, *BRAND SATISFACTION* DAN *TRUST* DALAM MEMBANGUN *BRAND LOYALTY* PADA PRODUK IPHONE**

(80 pages, 9 pictures, 17 tables and 2 appendices)

This study aims to examine the effect of *brand experience*, *brand satisfaction* and *trust* in building *brand loyalty*. Apple is one of the brands whose sales are increasing day by day. Apple products themselves are certainly not foreign to the world community, including Indonesia. Despite successfully climbing the top position, Apple's smartphone shipments decreasing 1% from the same period last year. In the fourth quarter of 2021, The depreciation of the Apple Iphone can be due to the lack of satisfaction of customers with iPhone products, so they do not have *repurchase intentions* for iPhone products. Therefore, it is necessary to conduct research on *brand experience*, *brand satisfaction* and *trust* in building *brand loyalty*. Sampling used a non-technique using the *Purposive Sampling* method with the criteria of owners and users of Iphone *smartphones* in the city of Jabodetabek. The sample in this study amounted to 165 respondents with the data collection method using a questionnaire. The data was processed using analysis of validity, reliability and statistical test of *Partial Least Square Equation Modeling* (PLS-SEM) using SmartPLS 3.3.3 *software*. research results show 1). *Brand experience* variable has a significant positive effect on *Brand Loyalty*, 2). *Brand experience* has a significant positive effect on *Brand Satisfaction*, 3). *Brand experience* has a significant positive effect on *Brand Trust*, 4). *Brand Satisfaction* has a significant positive effect on *Brand Loyalty*. 5). *Brand Trust* has no significant negative effect on *Brand Loyalty*.

Keywords: *brand experience*, *brand satisfaction*, *trust*, *brand loyalty*

References: 61 (2000-2022)