

ABSTRAK

ANALISIS PENGARUH *BRAND EXPERIENCE*, *BRAND LOYALTY*, DAN *BRAND SATISFACTION* TERHADAP *BRAND EVANGELISM* PADA APPLE IPHONE

(XIII + 81 halaman + daftar pustaka + lampiran)

Perkembangan zaman yang terjadi saat ini berpengaruh kemajuan pada segala aspek, salah satunya adalah kemajuan pada bidang teknologi komunikasi, yaitu *smartphone*. Indonesia merupakan negara keempat di dunia dengan pengguna *smartphone* terbanyak, oleh karena itu industri *smartphone* di Indonesia berkembang dengan cukup pesat dari tahun ke tahun, sehingga industri *smartphone* di Indonesia memiliki daya saing yang tinggi. Produsen *smartphone* yang diteliti adalah iPhone (Apple). Penelitian ini menggunakan data kuantitatif melalui metode penelitian deskriptif. Variabel yang diteliti adalah *brand experience*, *brand loyalty*, *brand satisfaction*, dan *brand evangelism*. Penelitian ini mengumpulkan data secara daring berdasarkan tanggapan responden dari kuesioner yang disebar ke 272 orang yang merupakan pengguna iPhone, melalui Google Form. SmartPLS merupakan *software* yang digunakan pada penelitian ini untuk mengolah data yang telah berhasil dikumpulkan. Hasil dari pengolahan data tersebut menyatakan bahwa *brand experience* berpengaruh positif terhadap *brand evangelism*, *brand experience* berpengaruh positif terhadap *brand loyalty*, *brand experience* berpengaruh positif terhadap *brand satisfaction*, *brand loyalty* berpengaruh positif terhadap *brand evangelism*, *brand satisfaction* tidak berpengaruh positif terhadap *brand evangelism*, *brand loyalty* memediasi hubungan antara *brand experience* dan *brand evangelism*, *brand satisfaction* tidak memediasi hubungan antara *brand experience* dan *brand evangelism*.

Kata kunci: *Brand experience*, *brand loyalty*, *brand satisfaction*, *brand evangelism*.

Referensi: 82 (2001-2021)

ABSTRACT

ANALYSIS THE EFFECT OF BRAND EXPERIENCE, BRAND LOYALTY, AND BRAND SATISFACTION ON BRAND EVANGELISM ON APPLE IPHONE

(XIII + 81 pages + bibliography + attachments)

The development of the era that happening today affects progress in all aspects, one of which is advances in the field of communication technology, like smartphones. Indonesia is the fourth country in the world with the most smartphone users, therefore the smartphone industry in Indonesia is growing rapidly from year to year, so that the smartphone industry in Indonesia has high competitiveness. The smartphone manufacturer under study is the iPhone (Apple). This study uses quantitative data through descriptive research methods. The variables studied were brand experience, brand loyalty, brand satisfaction, and brand evangelism. This research collects data boldly based on respondents' responses from questionnaires distributed to 272 people who are iPhones users, via Google Form. SmartPLS is the software used in this study to process the data that has been successfully collected. The results of the data processing state that brand experience has a positive effect on brand evangelism, brand experience has a positive effect on brand loyalty, brand experience has a positive effect on brand satisfaction, brand loyalty has a positive effect on brand evangelism, brand satisfaction has no positive effect on brand evangelism, brand loyalty mediates the relationship between brand experience and brand evangelism, brand satisfaction does not mediate the relationship between brand experience and brand evangelism.

Keywords: Brand experience, brand loyalty, brand satisfaction, brand evangelism.

Reference: 82 (2001-2021)