

ABSTRACT

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FACTORS AFFECTING CUSTOMERS BRAND LOYALTY OF APPLE PRODUCT

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In this fierce competitive environment, every company must be able to survive, even to be able to continue to grow. One of the most important things any company needs to do and keep in mind is to retain existing customers, continue to work on new potential customers not to let customers leave the company into other corporate customers. The aim of this research is to analyze factors affecting customers brand loyalty of Apple products. The specific objective as follows: to analyze does brand experience significantly affect brand loyalty, to analyze does brand trust affect brand loyalty, to analyze does emotional attachment affect brand loyalty.

Based on the above calculation, the sample taken in this study is 87 people. Then the number of samples taken by 87 respondents, namely users of Apple gadget in Jakarta. The methods used is SEM PLS.

Based on the result and analysis, it can be concluded that: Brand experience significantly affect brand loyalty, brand trust significantly affect brand loyalty, emotional attachment doesn't significantly affect brand trust.

Keywords: brand experience, brand trust, emotional attachment, brand loyalty