

ABSTRAK

ANALISIS PENGARUH *ENTERTAINMENT*, *TRENDINESS*, *CUSTOMIZATION* TERHADAP *BRAND LOYALTY* MELALUI *BRAND IMAGE* PADA PENGGUNA IPHONE 13 DI SURABAYA (67 halaman;24 tabel;8 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Entertainment*, *Trendiness*, *Customization*, terhadap *Brand Loyalty* melalui *Brand Image* pada pengguna Iphone 13 di Surabaya. Melalui pendekatan kuantitatif, data dikumpulkan menggunakan kuisioner yang disebar ke 100 responden, yang merupakan pengguna Iphone 13 di Surabaya. Temuan penelitian menunjukkan bahwa *Entertainment* dan *Customization* tidak berpengaruh terhadap *Brand Image*, tetapi *Trendiness* berpengaruh terhadap *Brand Image* serta *Brand Image* berpengaruh terhadap *Brand Loyalty*

Kata Kunci: *Entertainment, Trendiness, Customization, Brand Image, Brand Loyalty*

Refrensi:23 (1993-2025)



ABSTARCT

ANALYSIS OF THE INFLUENCE OF ENTERTAINMENT, TRENDINESS, CUSTOMIZATION ON BRAND LOYALTY THROUGH BRAND IMAGE ON IPHONE 13 USERS IN SURABAYA

(67 pages;24 tables;8 appendices)

This study aims to analyze the influence of Entertainment, Trendiness, Customization, on Brand Loyalty through Brand Image on iPhone 13 users in Surabaya. Through a quantitative approach, data was collected using a questionnaire distributed to 100 respondents, who were iPhone 13 users in Surabaya. The research findings show that Entertainment and Customization do not affect Brand Image, but Trendiness affects Brand Image and Brand Image affects Brand Loyalty.

Keywords: Entertainment, Trendiness, Customization, Brand Image, Brand Loyalty

Refrences:23(1993-2025)

