

**PENGARUH BRAND PERSONALITY, BRAND EXPERIENCE TERHADAP
BRAND LOVE DAN DAMPAKNYA PADA BRAND LOYALTY RIA
MIRANDA DI BANDAR LAMPUNG**

Oleh :

MEI VINA

NPM. 1912110362

ABSTRACT

The use of brand personality and brand experience is important as part of how a company conveys its brand to the wider community. Many successful companies have entered a wide market share and developed reputation for having a good brand personality so as to be able to distribute goods and services to cities. This study aims to determine brand personality, brand experience on brand love and the impact on brand loyalty. This type of causality quantitative research uses instruments closed questionnaire distributed online. The pilot test was conducted on 30 members. Then, the distribution of questionnaires was carried out and the results obtained were 300 members. The data was then analyzed by SEM-PLS. Brand personality influences Ria Miranda's brand love. Brand personality has no effect on Ria Miranda's brand loyalty. Brand experience has an influence on Ria Miranda's brand love. Brand experience has an effect on Ria Miranda's brand loyalty. Brand love has an effect on Ria Miranda's brand loyalty.

**Keywords : Brand Personality, Brand Experience, Brand Love, Brand Loyalty,
And Ria Miranda.**

