ABSTRAK

PENGARUH *BRAND LOVE*, *BRAND IMAGE* DAN *CUSTOMER EXPERIENCE* TERHADAP *LOYALTY* PRODUK IPHONE

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Sebagai salah satu *smartphone* yang terkenal di Indonesia, Produk iPhone masih mengalami kekurangan loyalitas dari konsumennya. Hal ini menuntut perusahaan untuk meningkatkan keunggulan perusahaan melalui *Brand Love*, *Brand Image* dan *Customer Experience*. Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Love*, *Brand Image* dan *Customer Experience* terhadap *Loyalty* produk iPhone. Jenis penelitian ini adalah penelitian kuantitatif. Penelitian ini menggunakan metode pengambilan sampel *non probability sampling* dengan teknik *purposive sampling* dengan jumlah sampel 100 orang. Metode analisis data yang digunakan dalam penelitian ini menggunakan *variance based structural equation model (Partial Least Square)*. Dengan menggunakan model persamaan *Structural* dengan *software* statistik *Smart Partial Least Square*, menjelaskan bahwa penelitian ini menunjukkan hasil yang positif dan signifikan. Penelitian ini menghasilkan temuan bahwa *Customer Experience* memiliki pengaruh positif dan signifikan terhadap *Brand Love*, *Customer Experience* memiliki pengaruh positif dan signifikan terhadap *Brand Image*, *Brand Love* memiliki pengaruh positif dan signifikan terhadap *Loyalty*, *Brand Image* memiliki pengaruh positif dan signifikan terhadap *Loyalty*.

Kata Kunci: *Brand Love, Brand Image, Customer Experience, Loyalty.*

ABSTRACT

THE EFFECT OF BRAND LOVE, BRAND IMAGE, AND CUSTOMER EXPERIENCE ON PRODUCTS LOYALTY OF IPHONE

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As one of the well-known smartphones in Indonesia, iPhone products still acquire a lack of loyalty from their consumers. It requires companies to increase company excellence through Brand Love, Brand Image, and Customer Experience. The purpose of this study was to determine the effect of Brand Love, Brand Image, and Customer Experience on iPhone product loyalty. This type of study was quantitative research. This study used a non-probability sampling method using purposive sampling technique with a sample size of 100 people. The data analysis method used a variance-based structural equation model (Partial Least Square). By using the Structural Equation Model with the Smart Partial Least Square statistical software, it was explained that this research showed positive and significant results. The study result of this study stated that Customer Experience had a positive and significant effect on Brand Love. Meanwhile, Customer Experience had a positive and significant effect on Brand Image. Furthermore, Brand Love had a positive and significant effect on Loyalty. Finally, Brand Image had a positive and significant influence on Loyalty.

Keywords: Brand Love, Brand Image, Customer Experience, Loyalty