

ABSTRACT

Sophisticated communication device or known as smart-phone has become needs for most people. Many smart-phone corporations in Indonesia cause customers become aware of available brands and recognize it according to their needs.

This research aimed to measure perception of iPhone user toward variables of brand experience, brand love, brand trust and brand identification toward brand loyalty.

This research used SEM-PLS to find out factors affecting between brand experience (sensory experience, intellectual experience, behavioral experience) toward brand loyalty (behavioral loyalty, attitudinal loyalty). This research was conducted on iPhone users in Indonesia. This research used quantitative method by deploying questioners to 400 respondents. Measure scale used in this research was likert scale and sampling technique used non probability sampling with quota sampling type. Data analysis technique used Structural Equation Model which was proceeded using SmartPLS 3.2.8.

The result showed that all brand experience dimension had significant positive effect toward brand love and brand trust. Brand love and brand trust had significant positive effect toward all brand loyalty dimension. Brand love mediated the relation significantly between all brand experience dimension with all brand loyalty except dimension of brand experience (intellectual experience) with brand loyalty (attitudinal loyalty). Brand identification did not moderate significantly positive toward the relation between all brand experience dimension with brand love and brand trust. Brand identification did not moderate significantly positive toward the relation between brand love and all brand loyalty dimension. Brand identification moderated significantly positive toward the relation between brand trust and behavioral loyalty. Brand identification did not moderate significantly positive between brand trust and attitudinal loyalty.

The suggestions for corporation, in increasing users' brand loyalty which has been calculated using Importance Performance Map Analysis (IPMA), it needs to increase brand experience (sensory experience, intellectual experience, behavioral experience), brand love and brand trust.

Keywords : Brand Experience, Brand Love, Brand Trust, Brand Identification, Brand Loyalty