ABSTRACT

This study aims to analyze consumer brand engagement to brand loyalty mediated by satisfaction. The population used in this study is all students who are loyal to the smartphone brand that is being used in Indonesia. The number of samples used in this study were 137 respondents. The method of data collection is done through a questionnaire. This study used the Structural Equation Modeling (SEM) analysis technique with AMOS 24.0 analysis

The results of this study indicate that consumer brand attachment has a positive and significant influence on brand loyalty directly or indirectly, satisfaction has a positive and significant influence on brand loyalty.

Keywords: Consumer Brand Engagement, Satisfaction, Brand Loyalty, Smartphone