

ABSTRACT

This research aims to analyze the influence of brand knowledge, quality dimensions, value dimensions, and brand satisfaction on brand loyalty in the BRImo application. To achieve this objective, the study adopts the four-stage loyalty theory developed by Oliver as a framework. Additionally, the research seeks to bridge knowledge gaps by exploring the mediating role of quality, value, and satisfaction factors in the context of service applications, aligning with previous research findings.

The research employs an online survey method targeting BRImo application users, successfully collecting data from 167 respondents. Data analysis utilizes Structural Equation Modeling (SEM) and is executed through the Analysis of Moment Structure (AMOS) software.

The research findings indicate that brand knowledge has a positive influence on quality dimensions, namely information usefulness, design aesthetics, and technology excellence. Information usefulness, design aesthetics, and technology excellence positively influence functional value and emotional value. Both functional value and emotional value positively influence brand satisfaction, which, in turn, has a positive effect on brand loyalty. Brand satisfaction significantly influences brand loyalty, confirming that consumer satisfaction is a key factor in building brand loyalty. The results of this research provide a substantial contribution to understanding the complex relationships among brand knowledge, quality, value, satisfaction, and brand loyalty in the context of the BRImo application.

Keywords: *Mobile banking application, Brand Loyalty, Brand Satisfaction, Quality Dimensions, Value Dimensions.*