

ABSTRACT

Intense competition in the Indonesian smartphone market, where Samsung, as the market leader, faces the challenge of narrowing advantage margins due to aggressive competitors. Amidst the homogeneity of technological features, the perception of coolness is considered a crucial psychological differentiator for young consumers. This study aims to analyze the influence of Desirability, Innovativeness of Technology, Attractiveness, Rebelliousness, Usability, and Reliability on Perceived Coolness, and how this Perceived Coolness transforms into Brand Love among Samsung smartphone users.

The research method employed is quantitative, using questionnaires for data collection. The population consists of active Samsung smartphone users from Generation Z and Generation Y (Millennials) in Semarang City. A sample of 120 respondents was selected using the purposive sampling technique. The collected data were analyzed using Structural Equation Modeling (SEM) with AMOS software to test the proposed hypotheses.

The results indicate that Desirability, Innovativeness of Technology, Rebelliousness, and Usability have a positive and significant effect on Perceived Coolness. Interestingly, Attractiveness (physical appeal) was found to have no significant effect, while Reliability showed a negative influence on the perception of coolness within this demographic, as it is perceived to contrast with the dynamic and challenging nature of "coolness." Overall, Perceived Coolness is proven to be a strong predictor with a significant positive effect on Brand Love. Managerial implications suggest that Samsung should prioritize radical innovation and a rebellious character over mere aesthetics or conventional safety.

Keywords: *Perceived Coolness, Brand Love, Samsung Smartphone, Generation Z and Millennials.*

