

ABSTRACT

This study aims to analyze the effect of brand experience on brand loyalty of iPhone smartphones through brand love and brand trust as intervening variables.

The sampling method used in this study is non-probability sampling with purposive sampling technique. Samples were collected from 100 respondents who had bought an iPhone smartphone at least twice. The collected data were processed using the IBM SPSS software application with multiple regression analysis which included validity test, reliability test, classical assumption test, multiple linear regression test, goodness of fit test, and sobel test.

The results showed that brand experience has positive and significant effect on brand love, brand experience has positive and significant effect on brand trust, brand experience has positive and significant effect on brand loyalty, brand love has positive and significant effect on brand loyalty, brand experience has a positive and significant effect on brand loyalty. Brand love mediates the effect of brand experience on brand loyalty and brand trust mediates the effect of brand experience on brand loyalty.

Keywords: brand experience, brand love, brand trust, brand loyalty