ABSTRACT

The iPrice ranking shows that during the period Q2 2019 to Q2 2020 Dana was ranked third in the number of monthly active users, which was below OVO and GoPay. Brand Loyalty reflects customer loyalty to a particular brand. This study aims to determine the effect of brand image, brand experience, brand trust, and brand satisfaction on Brand Loyalty of DANA users in Semarang City. The variables used in this study are brand image, brand experience, brand trust, and brand satisfaction as independent variables and brand loyalty as the dependent variable.

The population used in this study were DANA users in the city of Semarang. The number of samples used in the study were 100 respondents. The sampling method in this study used a non-probability sampling method with a purposive sampling technique. In addition, the data collection method was carried out using a questionnaire which was then analyzed using the Statistical Package for Social Sciences (SPSS).

The results of this study indicate that brand image, brand experience, brand trust, and brand satisfaction have a positive and significant effect on brand loyalty of DANA users in Semarang City.

Keywords: *brand image, brand experience, brand trust, brand satisfaction, brand loyalty*