



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pengaruh Brand Experience terhadap Emotional
Brand Attachment dan Brand Loyalty: Studi Kasus
Premium Smartphone iPhone**

Alvin Angjaya 13122010012

Tasya Novianti 13122010119

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**“The Impact of Brand Experience on Emotional
Brand Attachment and Brand Loyalty: A Case Study
of Premium Smartphone iPhone”**

Alvin Angjaya

13122010012

Tasya Novianti

13122010119

**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA**