

Abstrak

Penelitian ini bertujuan untuk menyelidiki dampak *brand experience* terhadap *emotional brand attachment* dan *brand loyalty* pada pengguna iPhone di kalangan Gen Z di wilayah JABODETABEK. Dalam era persaingan pasar yang semakin ketat, pengalaman merek (*brand experience*) menjadi elemen krusial dalam membangun keterikatan emosional dan loyalitas konsumen. *Brand experience* mencakup segala bentuk interaksi dan persepsi yang terbentuk antara konsumen dan merek melalui berbagai saluran dan titik kontak. Oleh karena itu, riset ini bertujuan untuk mengeksplorasi hubungan antara variabel-variabel yang telah diteliti sebelumnya dalam konteks ini.

Teknik pengambilan sampel yang digunakan adalah *judgmental sampling* dengan melibatkan 300 responden Gen Z yang berdomisili di JABODETABEK. Pengumpulan data dilakukan melalui moda Google Forms. Analisis data dilakukan menggunakan perangkat lunak SPSS dan SMARTPLS. Penelitian ini menghasilkan tiga temuan utama: (a) *brand experience* berpengaruh positif terhadap *emotional brand attachment*, (b) *brand satisfaction* berpengaruh positif terhadap *emotional brand attachment*, dan (c) *emotional brand attachment* berpengaruh positif terhadap *brand loyalty*. Temuan-temuan ini menghasilkan implikasi manajerial yang diharapkan tim peneliti dapat menjadi acuan bagi penelitian lebih lanjut serta memberikan wawasan strategis bagi perusahaan *smartphone* khususnya Apple di Indonesia.

Kata Kunci: *Premium smartphone, Brand experience, Brand loyalty, Judgmental sampling, Emotional brand attachment*

Abstract

This study aims to investigate the impact of brand experience on emotional brand attachment and brand loyalty among iPhone users within the Gen Z demographic in the JABODETABEK area. In an increasingly competitive market, brand experience is a crucial element in building emotional attachment and consumer loyalty. Brand experience encompasses all forms of interaction and perception that are formed between consumers and the brand through various channels and touchpoints. Therefore, this research seeks to explore the relationships between these variables within this context.

The sampling technique used is judgmental sampling, involving 300 Gen Z respondents residing in JABODETABEK, with data collected through Google Forms. Data analyzed using SPSS and SMARTPLS software. The study yields three main findings: (a) brand experience positively influences emotional brand attachment, (b) brand satisfaction positively influences emotional brand attachment, and (c) emotional brand attachment positively influences brand loyalty. These findings provide valuable managerial implications and can serve as a reference for further research, offering strategic insights specifically for smartphone companies, particularly Apple, in Indonesia.

Keywords: Premium smartphone, Brand experience, Brand loyalty, Judgmental sampling, Emotional brand attachment