

## INTISARI

### **PENGARUH NILAI HEDONIS DAN NILAI UTILITARIAN PADA CINTA MEREK DENGAN PEMEDIASI *INNER SELF* DAN *SOCIAL SELF* TERHADAP MEREK APPLE WATCH**

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Penelitian ini bertujuan untuk menguji pengaruh nilai hedonis dan nilai utilitarian pada cinta merek, baik secara langsung maupun dengan peran mediasi *inner self* dan *social self* pada merek Apple Watch. Penelitian dilakukan menggunakan pendekatan kuantitatif dengan memperoleh data melalui penyebaran kuesioner secara *cross-sectional*. Jumlah dari partisipan yaitu 125 orang yang merupakan pengguna Apple Watch di area Jabodetabek. Hasil penelitian ini menunjukkan pentingnya nilai hedonis dan nilai utilitarian dalam meningkatkan cinta merek secara positif. Selain itu hasil lebih lanjut mengungkapkan bahwa *inner self* dan *social self* memediasi masing-masing hubungan antara nilai hedonis dan nilai utilitarian dengan cinta merek.

Kata Kunci: Nilai Hedonis, Nilai Utilitarian, *Inner Self*, *Social Self*, Cinta Merek

## ABSTRACT

### ***THE IMPACT OF HEDONIC VALUE AND UTILITARIAN VALUE ON BRAND LOVE WITH THE MEDIATING ROLE OF INNER SELF AND SOCIAL SELF ON THE BRAND OF APPLE WATCH***

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*This study aims to examine the effect of hedonic value and utilitarian value on brand love, both directly and with the mediating role of inner self and social self on Apple Watch. This research was using a quantitative approach, and the data obtained through questionnaires and carried out cross-sectionally. There were 125 people who were using Apple Watch around Jabodetabek area and participated in this study. The results of this study revealed the importance of both hedonic value and utilitarian value enhancing positive brand love. Further results also showed that inner self and social self mediated the relationship between hedonic value and utilitarian value with brand love.*

**Keywords:** *Hedonic Value, Utilitarian Value, Inner Self, Social Self, and Brand Love*