

Abstract

The aim of this research is to comprehend the antecedents of brand loyalty from Samsung's consumers in Indonesia, through the use of consumer-brand relationship theory. This study involves variables from consumer-brand relationship theory including brand experience, brand love, brand loyalty, and brand trust. The respondents are individuals in Indonesia currently using Samsung smartphones and have repurchased Samsung smartphones in the past for personal use.

Information was gathered through non-probability sampling with a total of 347 respondents. The data was processed through the use of SmartPLS (v. 4.0.9.5). Results indicate that brand experience has a significant influence on brand loyalty through the mediation of brand love.

Keywords: brand experience, brand love, brand loyalty, brand trust, consumer-brand relationship.

Abstrak

Penelitian ini memiliki tujuan untuk memahami faktor-faktor yang mendukung loyalitas konsumen kepada merek Samsung di Indonesia, melalui penggunaan teori *consumer-brand relationship*. Penelitian ini melibatkan variabel dari teori *consumer-brand relationship*, yaitu *brand experience*, *brand love*, *brand loyalty*, dan *brand trust*. Responden pada penelitian ini mencakup individu di Indonesia yang saat ini menggunakan *smartphone* Samsung, dan pernah melakukan pembelian ulang *smartphone* Samsung untuk pemakaian pribadi.

Informasi dikumpulkan melalui pengambilan sampel non-probabilitas dengan total 347 responden. Data tersebut kemudian dianalisis menggunakan SmartPLS (v. 4.0.9.5). Hasil penelitian menunjukkan bahwa pengalaman merek memiliki pengaruh signifikan terhadap loyalitas merek melalui mediasi dari rasa cinta terhadap merek.

Kata kunci: *brand experience*, *brand love*, *brand loyalty*, *brand trust*, *consumer-brand relationship*.