

INTISARI

Penelitian tentang *Consumer Brand Relationship* telah berkembang kembali, seiring munculnya pengukuran terbaru dari Park *et al.* (2013) yang bernama *AA (Attachment-Aversion) Consumer Brand Relationship*. Penelitian ini bertujuan untuk menguji pengaruh pengalaman merek dan pengetahuan merek terhadap *AA Consumer Brand relationship* dengan dimoderasi oleh keterlibatan produk. Penelitian ini dilakukan dengan pendekatan kuantitatif, yaitu dengan melakukan survei. Sampel dalam penelitian ini berjumlah 250 responden yang didapatkan dengan melakukan survei secara langsung kepada responden pengguna produk Apple iPhone. Pengujian hipotesis dilakukan dengan analisis SPSS.

Hasil penelitian menunjukkan bahwa pengalaman merek berpengaruh positif terhadap *AA Consumer Brand relationship* dan pengetahuan merek memediasi pengaruh positif antara pengalaman merek dengan *AA Consumer Brand relationship*. Keterlibatan produk yang tinggi akan memperkuat pengaruh positif pengalaman merek terhadap *AA Consumer Brand relationship* dan keterlibatan produk tinggi juga memperkuat pengaruh positif pengetahuan merek terhadap *AA Consumer Brand relationship*.

Kata Kunci ; Merek, Pengalaman merek, *Attachment, Aversion, Consumer Brand relationship*, pengetahuan merek, keterlibatan produk, Apple

Abstract

Research on Consumer Brand Relationship has grown again, as the latest measurements from Park et al. (2013) named AA (Attachment-Aversion) Consumer Brand Relationship. This study aims to examine the effect of brand experience and brand knowledge on AA Consumer Brand relationship with moderated by product involvement. This research is done by quantitative approach, that is by conducting survey. Samples in this study amounted to 250 respondents obtained by conducting a survey directly to the user respondents Apple iPhone product. Hypothesis testing is done by SPSS analysis. The results show that brand experience has a positive effect on AA Consumer Brand relationship and brand knowledge mediates the positive influence between brand experience and AA Consumer Brand relationship. High product engagement will reinforce the positive impact of brand experience on AA Consumer Brand relationship and high product engagement also reinforces the positive influence of brand knowledge on AA Consumer Brand relationship.

Keywords : Experience, Brand Experience, Brand Knowledge, Product Knowledge, Consumer Brand Relationship, Apple, Smartphone