

Pengaruh *Brand Satisfaction, Brand Love Dan Emotional Brand Attachment* Terhadap *Brand Loyalty Smartphone* Merek SAMSUNG Pada Gen-z Di Kota Surabaya

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ABSTRAK

Penelitian ini memberikan bukti pengaruh *brand satisfaction, brand love* dan *emotional brand attachment* terhadap *brand loyalty* dikalangan gen-z di kota Surabaya dalam penggunaan *smartphone* merek Samsung. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan *causal research* yang berarti menggunakan penyebaran kuisioner sebagai metode pengumpulan data. Penelitian ini menggunakan 202 responden dengan usia antara 12-27 yang berdomisili di Kota Surabaya dan menggunakan *smartphone* merek Samsung. Penelitian ini juga menggunakan aplikasi SmartPLS versi 4 dan SPSS 24 untuk menunjang metode SEM-PLS. Sehingga didapatkan pengaruh positif dan signifikan pada variabel *brand satisfaction* terhadap *emotional brand attachment, brand love, dan brand loyalty*, variabel *emotional brand attachment* terhadap *brand love* positif dan signifikan, variabel *emotional brand attachment* terhadap *brand loyalty* positif namun tidak signifikan, dan *brand love* terhadap *brand loyalty* dengan hasil positif dan signifikan.

Kata Kunci: *Brand Satisfaction, Smartphone, Gen-z, dan Brand Loyalty*

The Influence of Brand Satisfaction, Brand Love, and Emotional Brand Attachment on Brand Loyalty of Samsung Brand Smartphones among Gen-z in the City of Surabaya

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ABSTRACT

This research provides evidence of the influence of brand satisfaction, brand love and emotional brand attachment on brand loyalty among gen-z in the city of Surabaya in using Samsung brand smartphones. This research is quantitative research with a causal research approach, which means using questionnaires as a data collection method. This research used 202 respondents aged between 12-27 who live in the city of Surabaya and use Samsung brand smartphones. This research also uses the SmartPLS version 4 and SPSS 24 applications to support the SEM-PLS method. So we get a positive and significant influence on the brand satisfaction variable on emotional brand attachment, brand love and brand loyalty, the emotional brand attachment variable on brand love is positive and significant, the emotional brand attachment variable on brand loyalty is positive but not significant, and the brand love on brand loyalty with positive and significant results.

Keyword: Brand Satisfaction, Smartphone, Gen-z , and Brand Loyalty