

ABSTRACT

This study aims to analyze the effect of brand image, brand experience, and brand trust on brand loyalty in SVOD Disney+ Hotstar services. This study uses brand image, brand experience, and brand trust as independent variables and brand loyalty as the dependent variable.

The sample in this study is generation Z, aged 17 to 27 years and living in Surabaya, with a total of 100 people as respondent. The research data were obtained from questionnaires that had been processed and analyzed using the SPSS program.

The results of this study indicate that brand image has a positive and significant effect on brand loyalty. This study also shows that there is a positive and significant relationship to the effect of brand experience on brand loyalty. Then, for brand trust, it was found to have a positive but not significant effect on brand loyalty.

Keywords: brand image, brand experience, brand trust, brand loyalty

