

ABSTRACT

This study aims to analyze the effect of Brand Experience on Brand Loyalty with Brand Love and Brand Trust as mediating variables among Xiaomi smartphone users in Semarang City. This research employed a quantitative approach using a survey method by distributing questionnaires to respondents who met the research criteria. The sampling technique used in this study was purposive sampling with a total of 200 respondents. The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to examine the relationships among variables in the research model. The results show that Brand Experience has a positive effect on Brand Love and Brand Trust. In addition, Brand Love and Brand Trust also have a positive effect on Brand Loyalty. However, Brand Experience does not have a direct effect on Brand Loyalty but influences it indirectly through Brand Love and Brand Trust as mediating variables. These findings indicate that positive Brand Experiences can strengthen consumers' emotional attachment and trust toward the Xiaomi brand, which ultimately leads to stronger Brand Loyalty. Therefore, companies need to manage Brand Experience effectively in order to build long-term relationships with consumers and strengthen customer loyalty toward the brand.

Keywords: Brand Experience, Brand Love, Brand Trust, Brand Loyalty, Xiaomi smartphone

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