ABSTRACT

This study aims to analyze the influence of Perceived Value, Brand Experience, and Brand Image on Brand Loyalty with Customer Satisfactionas a mediating variable among Samsung Galaxy users in Semarang City. The problem with brand loyalty for Samsung Galaxy in Semarang is that, despite offering a strong brand experience, many customers still switch to other brands, showing weak long-term commitment. This indicates that brand experience alone may not be enough to build lasting loyalty. Factors like perceived value and brand image might play a crucial role in strengthening customer loyalty.

The research method employed a nonprobability sampling approach, with a sample size of 138 respondents who are Samsung Galaxy users in Semarang City. The selected respondents were at least 17 years old, knowledgeable about and had purchased Samsung Galaxy products, and had used the product for at least one year. Data were collected using a closed-ended questionnaire with a Likert scale of 1-5. The data analysis was conducted using the Structural Equation Model (SEM) method with the AMOS application.

The results of the study indicate that Nilai yang Dirasakan, Pengalaman Merek, and Citra Merek each have a positive and significant effect on Kepuasan Pelanggan. Furthermore, Kepuasan Pelanggan also has a positive and significant effect on Loyalitas Merek

Keyword: Perceived Value, Brand Experience, Brand Image, Customer Satisfaction, Brand Loyalty.