

ABSTRACT

Customer loyalty toward Apple is driven not only by product quality but also by a consistent and satisfying emotional experience. This highlights the importance of brand management that integrates both functional aspects and experiential marketing. Experiences that align with consumers' self-image can strengthen emotional attachment and foster long-term loyalty. Therefore, this study aims to examine the influence of brand self-congruity and brand attachment on the relationship between customer experience and brand loyalty.

Data were collected through a questionnaire distributed to 167 iPhone users residing in Semarang City using a purposive sampling technique to ensure that respondents met the study's criteria. This method was chosen to obtain more relevant data from participants with direct experience of the study object. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS 24 software. SEM was selected for its ability to simultaneously examine complex relationships among latent constructs.

The results show that customer experience has a positive and significant effect on brand loyalty. This relationship is strengthened by brand self-congruity, which serves as a mediating variable and reflects the extent to which consumers perceive the brand as a reflection of their self-image. Furthermore, brand attachment is also proven to be an intervening variable that enhances the influence of customer experience on brand loyalty through the formation of emotional bonds. Overall, these findings indicate that positive customer experiences can shape perceptions of self-congruity with the brand, which in turn reinforces emotional attachment and promotes customer loyalty toward the Apple brand.

Keywords: *Customer Experience, Brand Self-congruity, Brand Attachment, Brand Loyalty, Smartphone*