

## **ABSTRACT**

*The empirical results of the relationship between brand experience, consumer brand identification, brand love, and loyalty are always positive and are recognized as impressive brand development values. However, the activation of self-concept towards a brand element through the finding of preferences on self-image and social prestige has supported the creation of consumer journeys. This study aims to build a conceptual model of self-alignment theory on brand preferences that are difficult for consumers to forget to bridge research on memorable experiences to increase loyalty. Data collecting unique, select in population consumer iPhones in Indonesia and our workshop traced complete research sample. Data were analyzed using AMOS SEM Software. The findings show a significant impact of memorable experiences on consumer brand identification. The findings of the study resulted in a complete positive relationship to increase loyalty through consumer brand identification and match on brand love. This research is empirical evidence of application to the development of product marketing concepts with authentic brand elements from the perspective of self-congruence theory. Consumer preferences based on self-concept enhance memorable brand experiences will be a strategic process to achieve each initial step as a step to create and maintain loyalty as well as develop positive alignment. The stage of recommending a brand by consumers is a stage that is highly planned by consumers for certain values that are obtained increasing and so is the case with brand love. Companies must provide most of the travel experience with brand elements that drive the creative process of consumer preferences as the basis for the alignment of self-concept activation. The originality of this research is the concept of prestige in the construct of significant impressive experiences to the key drivers of competitive advantage in the digital era, and the development of preference advantages in consumers' new choices to increase the advantages of authentic co-creation.*

**Keyword.** *Memorable Experience, Consumer-Brand Identification, Loyalty, Apple*