

ABSTRAK

Abd. Latif, 2024 Keterlibatan *Brand Engagement* Terhadap Peran *Brand Experience*, *Brand Personality* Dan *Brand Attributes* Melalui Mediasi *Brand Affect* pada produk *smartphone* samsung Jurusan Manajemen Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura. Dibawah Bimbingan Dr. Bambang Setiyo Pambudi, S.E., M.M

Penelitian ini mengkaji pengaruh *brand experience*, *brand attributes*, dan *brand personality* terhadap *brand affect*, serta dampak *brand affect* terhadap *brand engagement* pada pasar *smartphone* Samsung. Metode Partial Least Square Structural Equation Modeling (PLS-SEM) digunakan untuk menganalisis data dari responden yang terdiri dari konsumen *smartphone* Samsung. Hasil analisis data demografi menunjukkan mayoritas responden adalah wanita (60%), usia 17-40 tahun (91%), dan pelajar/mahasiswa (54,8%). Uji deskriptif demografi memberikan gambaran karakteristik konsumen. Hasil yang diperoleh. Uji hipotesis dengan metode bootstrap mengkonfirmasi keterlibatan positif dan signifikan antara *brand experience*, *brand attributes*, dan *brand affect*. Namun, *brand personality* tidak memiliki pengaruh signifikan terhadap *brand affect*. *Brand affect* terbukti memiliki pengaruh positif dan signifikan terhadap *brand engagement* dengan nilai koefisien sebesar 0,950. Hasil ini mendukung temuan sebelumnya yang menunjukkan keterkaitan erat antara perasaan positif terhadap merek dengan tingkat keterlibatan pelanggan.

Kata kunci: Kata kunci: *Smartphone*, *Brand Experience*, *Brand Attributes*, *Brand Personality*, *Brand Affect*, *Brand Engagement*, Pasar Teknologi, Inovasi Merek

ABSTRACT

Abd. Latif, 2024 The Relationship of Brand Engagement to Brand Experience, Brand Personality and Brand Attributes Through Mediating Brand Affect Management Department, Faculty of Economics and Business, Trunojoyo University Madura. Under the Guidance of Dr. Bambang Setiyo Pambudi, S.E., M.M

This research examines the influence of brand experience, brand attributes, and brand personality on brand affect, as well as the impact of brand affect on brand engagement in the Samsung smartphone market. The Partial Least Square Structural Equation Modeling (PLS-SEM) method was used to analyze data from respondents consisting of Samsung smartphone consumers. The results of demographic data analysis show that the majority of respondents were women (60%), aged 17-40 years (91%), and students (54.8%). Descriptive demographic tests provide an overview of consumer characteristics. Results obtained. Hypothesis testing using the bootstrap method confirms a positive and significant relationship between brand experience, brand attributes and brand affect. However, brand personality does not have a significant influence on brand affect. Brand affect is proven to have a positive and significant influence on brand engagement with a coefficient value of 0.950. These results support previous findings showing a close relationship between positive feelings towards a brand and the level of customer engagement.

Keywords: Smartphone, Brand Experience, Brand Attributes, Brand Personality, Brand Affect, Brand Engagement, Technology Market, Brand Innovation