

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Awareness*, *Brand Image*, dan *Perceived Quality* terhadap *Brand Satisfaction* dan *Brand Love* pada Generasi Z pengguna *smartphone* Samsung di Sidoarjo, serta menguji peran *Brand Satisfaction* sebagai variabel mediasi. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh Generasi Z pengguna *smartphone* Samsung yang berdomisili di Sidoarjo. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 147 orang. Pengumpulan data primer dilakukan melalui penyebaran kuesioner menggunakan skala Likert lima poin. Data yang terkumpul kemudian dianalisis menggunakan metode *Structural Equation Modeling (SEM)* berbasis *Partial Least Square (PLS)* dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa *Brand Awareness*, *Brand Image*, dan *Perceived Quality* berpengaruh positif dan signifikan terhadap *Brand Satisfaction*. Selanjutnya, *Brand Satisfaction* terbukti berpengaruh positif dan signifikan terhadap *Brand Love*. Hasil pengujian mediasi juga menunjukkan bahwa *Brand Satisfaction* mampu memediasi secara signifikan pengaruh *Brand Awareness*, *Brand Image*, dan *Perceived Quality* terhadap *Brand Love*. Temuan ini mengindikasikan bahwa semakin kuat kesadaran merek, citra merek, dan persepsi kualitas yang dirasakan oleh Generasi Z, maka akan semakin tinggi kepuasan mereka terhadap merek Samsung, yang pada akhirnya secara efektif mampu menumbuhkan rasa cinta yang mendalam terhadap merek.

Kata kunci : *Brand Awareness, Brand Image, Perceived Quality, Brand Satisfaction, Brand Love*

ABSTRACT

This study aims to analyze the influence of Brand Awareness, Brand Image, and Perceived Quality on Brand Satisfaction and Brand Love among Generation Z Samsung smartphone users in Sidoarjo, as well as to examine the role of Brand Satisfaction as a mediating variable. A quantitative research approach utilizing a survey method was employed. The study population consisted of all Generation Z Samsung smartphone users residing in Sidoarjo. Purposive sampling was used to select a sample of 147 respondents. Primary data were collected through the distribution of questionnaires using a five-point Likert scale. The collected data were subsequently analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the aid of SmartPLS 4 software. The results indicate that Brand Awareness, Brand Image, and Perceived Quality have a positive and significant influence on Brand Satisfaction. Furthermore, Brand Satisfaction was found to have a positive and significant influence on Brand Love. Mediation analysis results also demonstrate that Brand Satisfaction significantly mediates the influence of Brand Awareness, Brand Image, and Perceived Quality on Brand Love. These findings suggest that the stronger the brand awareness, brand image, and perceived quality among Generation Z, the higher their satisfaction with the Samsung brand; this, in turn, effectively fosters a deep sense of brand love.

Keywords: *Brand Awareness, Brand Image, Perceived Quality, Brand Satisfaction, Brand Love*