

## **ABSTRAK**

**Sahlini, 2022.** Pengaruh *Brand Image* Dan *Brand Experience* Terhadap Loyalitas Dimediasi *Customer Engagement* Pada Pengguna Iphone Di Kota Ternate. Ketua Komisi: Sulfi Abdul Haji, Anggota Komisi: Ida Hidayanti.

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan *brand experience* terhadap loyalitas dimediasi *customer engagement*. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu pada konsumen yang berbelanja di distro Velmerd Kota Ternate. Jumlah sampel penelitian adalah sebanyak 128 responden. Teknis analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis path modeling dengan menggunakan Smart Partial Least Square (PLS) versi 3 sebagai alat uji statistik.

Hasil penelitian ini menunjukkan bahwa: (1) *brand image* berpengaruh signifikan terhadap loyalitas; (2) *brand experience* berpengaruh signifikan terhadap loyalitas; (3) *brand image* tidak berpengaruh tidak signifikan terhadap *customer engagement*; (4) *brand experience* berpengaruh signifikan terhadap *customer engagement*; (5) *customer engagement* berpengaruh signifikan terhadap loyalitas; (6) *brand image* tidak berpengaruh signifikan terhadap loyalitas; (7) *brand experience* berpengaruh signifikan terhadap loyalitas.

**Kata kunci:** *brand image, brand experience, loyalitas, customer engagement.*

## **ABSTRACT**

**Sahlini, 2022.** *The Effect of Brand Image and Brand Experience on Loyalty Mediated by Customer Engagement on Iphone Users in Ternate City. Commission Chairman: Sulfi Abdul Haji, Commission Member: Ida Hidayanti.*

*This study aims to determine the effect of brand image and brand experience on loyalty mediated by customer engagement. This research is a quantitative research. The population in this study is the consumers who shop at the Velmerd distribution in Ternate City. The number of research samples is 128 respondents. The technical analysis of the data used in this research is path modeling analysis using Smart Partial Least Square (PLS) version 3 as a statistical test tool.*

*The results of this study indicate that: (1) brand image has a significant effect on loyalty; (2) brand experience has a significant effect on loyalty; (3) brand image has no insignificant effect on customer engagement; (4) brand experience has a significant effect on customer engagement; (5) customer engagement has a significant effect on loyalty; (6) brand image has no significant effect on loyalty; (7) brand experience has a significant effect on loyalty.*

**Keywords: brand image, brand experience, loyalty**