


**PENGARUH *BRAND EXPERIENCE* DAN *BRAND TRUST* TERHADAP  
*CUSTOMER ENGAGEMENT* MELALUI *BRAND LOVE* SEBAGAI  
VARIABEL MEDIASI PADA KONSUMEN PRODUK *APPLE* DI  
INDONESIA**

**Hikmah Nur Amanah**

**Abstrak**

Persaingan bisnis yang semakin ketat menuntut perusahaan untuk tidak hanya berfokus pada kualitas produk, tetapi juga pada upaya membangun hubungan jangka panjang dengan konsumen melalui keterlibatan pelanggan (*customer engagement*). Penelitian ini bertujuan untuk menganalisis pengaruh *brand experience* dan *brand trust* terhadap *customer engagement* melalui *brand love* sebagai variabel mediasi pada konsumen produk Apple di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 153 responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa *brand experience* dan *brand trust* berpengaruh positif dan signifikan terhadap *brand love*, serta *brand experience* berpengaruh positif dan signifikan terhadap *customer engagement*, sedangkan *brand trust* tidak berpengaruh signifikan secara langsung terhadap *customer engagement*. Namun demikian, *brand experience* dan *brand trust* terbukti berpengaruh positif terhadap *customer engagement* melalui *brand love* sebagai variabel mediasi. Temuan ini menegaskan pentingnya peran ikatan emosional konsumen dalam memperkuat keterlibatan pelanggan dan memberikan implikasi bagi perusahaan untuk mengelola pengalaman serta kepercayaan merek secara strategis guna meningkatkan *customer engagement* secara berkelanjutan.

**Kata Kunci:** *Brand Experience, Brand Trust, Brand Love, Customer Engagement.*

 11/2/26

***THE EFFECT OF BRAND EXPERIENCE AND BRAND TRUST ON  
CUSTOMER ENGAGEMENT WITH BRAND LOVE AS A MEDIATING  
VARIABLE AMONG APPLE PRODUCT CONSUMERS IN INDONESIA***

***Hikmah Nur Amanah***

***Abstract***

*Increasing business competition requires companies not only to focus on product quality but also to build long-term relationships with consumers through customer engagement. This study aims to analyze the effect of brand experience and brand trust on customer engagement, with brand love as a mediating variable, among Apple consumers in Indonesia. This research employs a quantitative approach using a survey, with 153 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results indicate that brand experience and brand trust have a positive and significant effect on brand love. In addition, brand experience has a positive and significant effect on customer engagement, whereas brand trust does not have a significant direct effect on it. However, brand experience and brand trust are proven to positively affect customer engagement through brand love as a mediating variable. These findings highlight the important role of consumers' emotional attachment in strengthening customer engagement and provide implications for companies to strategically manage the brand experience and brand trust to enhance sustainable customer engagement.*

***Keywords:*** *Brand Experience, Brand Trust, Brand Love, Customer Engagement.*