

ABSTRAK

Nama : Sahnaya Khairunissa
Program Studi : Manajemen
Judul : Pengaruh Dimensi *Brand Experience* yang dimediasi oleh *Brand Love* Terhadap *Brand Addiction* Pada Perilaku Pembelian *Online* Produk *Fashion* Mahasiswa Universitas Malikussaleh di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh *sensoric brand experience*, *affective brand experience*, *intellectual brand experience*, dan *behavioral brand experience* terhadap *brand addiction* melalui *brand love* sebagai variabel mediasi pada perilaku pembelian *online* produk *fashion* mahasiswa Universitas Malikussaleh di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian adalah mahasiswa Universitas Malikussaleh yang pernah melakukan pembelian *online* produk *fashion*, dengan sampel sebanyak 220 responden yang ditentukan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan metode SEM-PLS dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *sensoric brand experience* dan *intellectual brand experience* tidak berpengaruh signifikan terhadap *brand love*, sedangkan *affective brand experience* dan *behavioral brand experience* berpengaruh positif dan signifikan terhadap *brand love*. Selanjutnya, *brand love* berpengaruh positif dan signifikan terhadap *brand addiction*. Selain itu, *brand love* terbukti mampu memediasi pengaruh *affective brand experience* dan *behavioral brand experience* terhadap *brand addiction*, namun tidak mampu memediasi pengaruh *sensoric brand experience* dan *intellectual brand experience* terhadap *brand addiction*.

Kata Kunci : *Sensoric Brand Experience, Affective Brand Experience, Intellectual Brand Experience, Behavioral Brand Experience, Brand Love, Brand Addiction*

ABSTRACT

Name : Sahnaya Khairunissa
Study Program : Management
Tittle : The Influence of Brand Experience Dimensions Mediated by Brand Love on Brand Addiction in the Online Purchasing Behavior of Fashion Products among Malikussaleh University Students in Lhokseumawe City

This study aims to analyze the influence of sensoric brand experience, affective brand experience, intellectual brand experience, and behavioral brand experience on brand addiction, with brand love serving as the mediating variable in the online purchasing behavior of fashion products among Malikussaleh University students in Lhokseumawe City. This study employed a quantitative research approach. The population consisted of Malikussaleh University students who had purchased fashion products online. A total of 220 respondents were selected using a purposive sampling technique. Data were collected through a questionnaire using a Likert scale and analyzed using the SEM-PLS method with SmartPLS 4.0 software. The result indicate that sensoric brand experience and intellectual brand experience does not have a significant effect on brand love, whereas affective brand experience and behavioral brand experience have a positive and significant effect on brand love. Furthermore, brand love has a positive and significant effect on brand addiction. In addition, brand love is proven to mediate the effects of affective brand experience and behavioral brand experience on brand addiction, but it does not mediate the effects of sensoric brand experience and intellectual brand experience on brand addiction.

Keywords : *Sensoric Brand Experience, Affective Brand Experience, Intellectual Brand Experience, Behavioral Brand Experience, Brand Love, Brand Addiction*