

ABSTRAK

Nama : Amanda Latisya
Program Studi : Manajemen
Judul : Pengaruh *Lifestyle Congruence* dan *Brand Identification* Terhadap *Brand Loyalty* Melalui *Customer Satisfaction* Pada Pengguna iPhone di Lhokseumawe

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *lifestyle congruence* dan *brand identification* terhadap *brand loyalty* melalui *customer satisfaction* sebagai variabel mediasi pada pengguna *smartphone* iPhone di Kota Lhokseumawe. Penelitian ini dilatarbelakangi oleh ketatnya persaingan industri *smartphone* serta adanya kesenjangan antara tingginya tingkat penggunaan dan penjualan iPhone dengan loyalitas merek yang belum sepenuhnya terbentuk kuat di tengah persaingan dengan berbagai merek lain. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner berskala Likert 1-5. Teknik pengambilan sampel menggunakan non-probability sampling dengan pendekatan *purposive sampling*, dengan jumlah sampel sebanyak 120 responden yang merupakan masyarakat Kota Lhokseumawe pengguna iPhone. Data dianalisis menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *lifestyle congruence* dan *brand identification* masing-masing berpengaruh positif dan signifikan terhadap *brand loyalty* maupun *customer satisfaction*. *Customer satisfaction* juga terbukti berpengaruh positif dan signifikan terhadap *brand loyalty*. Pada pengujian mediasi, *customer satisfaction* mampu memediasi secara parsial hubungan antara *lifestyle congruence* dan *brand loyalty*, namun tidak mampu memediasi hubungan antara *brand identification* dan *brand loyalty*, yang berarti *brand identification* membentuk *brand loyalty* secara langsung tanpa melalui peningkatan kepuasan konsumen terlebih dahulu. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi Apple dan pelaku usaha *smartphone* dalam menyusun strategi pemasaran guna mempertahankan loyalitas konsumen di pasar *smartphone* premium Indonesia.

Kata Kunci: *lifestyle congruence, brand identification, customer satisfaction, brand loyalty, iPhone.*

ABSTRACT

Name : Amanda Latisya

Study Program: Management

Title : *The Influence of Lifestyle Congruence and Brand Identification on Brand Loyalty Through Customer Satisfaction Among iPhone Users in Lhokseumawe*

This study aims to determine and analyze the influence of lifestyle congruence and brand identification on brand loyalty through customer satisfaction as a mediating variable among iPhone smartphone users in Lhokseumawe City. This research is motivated by the increasingly intense competition in the smartphone industry, as well as the gap between the high level of iPhone usage and sales and the brand loyalty that has not yet been fully established amid competition with various other brands. This study uses a quantitative approach with primary data obtained through the distribution of questionnaires measured on a 1-5 Likert scale. The sampling technique used is non-probability sampling with a purposive sampling approach, with a total sample of 120 respondents who are residents of Lhokseumawe City and users of iPhone. The data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The results show that lifestyle congruence and brand identification each have a positive and significant effect on both brand loyalty and customer satisfaction. Customer satisfaction is also proven to have a positive and significant effect on brand loyalty. In the mediation test, customer satisfaction is able to partially mediate the relationship between lifestyle congruence and brand loyalty, but is unable to mediate the relationship between brand identification and brand loyalty, which means that brand identification shapes brand loyalty directly without first going through an increase in customer satisfaction. This research is expected to serve as a consideration for Apple and smartphone industry players in formulating marketing strategies to maintain consumer loyalty in Indonesia's premium smartphone market.

Keywords: *lifestyle congruence, brand identification, customer satisfaction, brand loyalty, iPhone*