

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Experience*, *Brand Personality* dan *brand community* terhadap *Brand Loyalty* dengan *Brand trust* sebagai variabel intervening pada konsumen Samsung Center Padang. Populasi dalam penelitian ini adalah konsumen Samsung Center Padang yang berjumlah 75 orang. Pengambilan sampel dilakukan dengan menggunakan metode *non-probability sampling* dengan pendekatan *purposive sampling* yaitu peneliti memilih sampel *purposive* secara *subyektif*. Analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan SPSS 26. Hasil penelitian ini menunjukkan bahwa *Brand Experience*, *Brand Personality* dan *brand community* berpengaruh signifikan terhadap *Brand trust*. *Brand Experience*, *Brand Personality* dan *brand community* berpengaruh signifikan terhadap *Brand Loyalty*. *Brand trust* tidak dapat memediasi pengaruh *Brand Experience*, *Brand Personality* terhadap *Brand Loyalty* pada konsumen Samsung Center Padang. *Brand trust* dapat memediasi pengaruh *brand community* terhadap *Brand Loyalty* pada konsumen Samsung Center Padang

Kata Kunci: *Brand Experience*, *Brand Personality*, *Brand Community* *Brand Loyalty*, *Brand trust*

ABSTRACT

This study aims to determine the effect of Brand Experience, Brand Personality and brand community on Brand Loyalty with Brand trust as an intervening variable for Samsung Center Padang consumers. The population in this study were Samsung Center Padang consumers, totaling 75 people. Sampling was carried out using a non-probability sampling method with a purposive sampling approach, namely the researcher chose a purposive sample subjectively. Data analysis used in this study was multiple linear regression analysis using SPSS 26. The results of this study indicate that Brand Experience, Brand Personality and brand community have a significant effect on Brand trust. Brand Experience, Brand Personality and brand community have a significant effect on Brand Loyalty. Brand trust cannot mediate the influence of Brand Experience, Brand Personality on Brand Loyalty at Samsung Center Padang consumers. Brand trust can mediate the influence of brand communities on Brand Loyalty among Samsung Center Padang consumers

Keywords: *Brand Experience, Brand Personality, Brand Community Brand Loyalty, Brand trust*