ABSTRAK

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Pengaruh *Self-Expressive Brand* dan *Brand Experience* terhadap *Brand Loyalty* dengan *Brand Love* sebagai Variabel Mediasi serta Tinjauannya dari Sudut Pandang Islam (Studi pada Konsumen Perempuan *Fragrance* EDT HMNS X Tsana di Jabodetabek)

121 + xvi halaman, 20 tabel, 8 gambar, dan 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Self-Expressive Brand* dan *Brand Experience* terhadap *Brand Loyalty* melalui *Brand Love* sebagai variabel mediasi serta tinjauannya dari sudut pandang Islam pada konsumen *fragrance* HMNS Elea. Dilatarbelakangi oleh ketatnya persaingan *brand* parfum lokal di Indonesia yang membuat loyalitas konsumen menjadi rentan dan mudah berpindah ke *brand* lain. Jenis penelitian ini adalah kuantitatif *eksplanatory* dengan metode survei. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel sebanyak 150 responden perempuan pengguna HMNS Elea di Jabodetabek, dan dianalisis menggunakan metode *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa: (1) *Self-Expressive Brand* berpengaruh positif dan signifikan terhadap *Brand Loyalty*. (2) *Brand Experience* berpengaruh positif dan signifikan terhadap *Brand Loyalty*. (3) *Brand Love* berpengaruh positif dan signifikan terhadap *Brand Loyalty*. (4) *Self-Expressive Brand* berpengaruh positif dan signifikan terhadap *Brand Love*. (5) *Brand Experience* berpengaruh positif dan signifikan terhadap *Brand Love*. (6) *Brand Love* memediasi pengaruh *Self-Expressive Brand* terhadap *Brand Loyalty*. (7) *Brand Love* memediasi pengaruh *Brand Experience* terhadap *Brand Loyalty*. Dalam sudut pandang Islam, penggunaan *fragrance* HMNS Elea hukumnya mubah selama wajar, tidak berlebihan, tidak menimbulkan fitnah, dan kandungan alkoholnya hanya berfungsi sebagai perantara.

Kata Kunci: *Self-Expressive Brand, Brand Experience, Brand Love, Brand Loyalty, Fragrance.*

ABSTRACT

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The Influence of Self-Expressive Brand and Brand Experience on Brand Loyalty with Brand Love as a Mediating Variable and Its Review from an Islamic Perspective (A Study on Female Consumers of HMNS X Tsana Fragrance EDT in Jabodetabek)

121 + xvi pages, 20 tables, 8 figures, and 4 appendices

Abstract Description

This study aims to analyze the influence of Self-Expressive Brand and Brand Experience on Brand Loyalty through Brand Love as a mediating variable, along with a review from an Islamic perspective, among consumers of HMNS Elea fragrance. Motivated by the intense competition among local perfume brands in Indonesia, which has made consumer loyalty fragile and prone to switching to other brands. This research uses an explanatory quantitative approach through a survey method. The sampling technique used is purposive sampling with a sample size of 150 female respondents who use HMNS Elea in Jabodetabek, and analysis using the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results show that: (1) Self-Expressive Brand has a positive and significant effect on Brand Loyalty. (2) Brand Experience has a positive and significant effect on Brand Loyalty. (3) Brand Love has a positive and significant effect on Brand Loyalty. (4) Self-Expressive Brand has a positive and significant effect on Brand Love. (5) Brand Experience has a positive and significant effect on Brand Love. (6) Brand Love mediates the effect of Self-Expressive Brand on Brand Loyalty. (7) Brand Love mediates the effect of Brand Experience on Brand Loyalty. From an Islamic perspective, the use of HMNS Elea fragrance is permissible (mubah) as long as it is used reasonably, without excess, does not invite fitnah, and its alcohol content merely functions as a carrier agent.

Keywords: *Self-Expressive Brand, Brand Experience, Brand Love, Brand Loyalty, Fragrance.*