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ANALYSIS OF THE IMPACT OF SELF-BRAND CONNECTION AND BRAND EXPERIENCE ON BRAND LOYALTY ON LUXURY SHOES IN BATAM

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ABSTRACT

The aim of this study is to discover self-brand connection, brand experience, trust, satisfaction impact on brand loyalty towards luxuries shoes. Recently, the sale of shoes in Indonesia is increasing, one of which is in Batam. Shoes that are sold by market share have a lot of brand and prices; started from regular to luxurious brand and from the cheapest to the most expensive shoes price. Some people purchase the shoes for personal needs and some of them are for investment.

Problems that often occur is customer wants to purchase luxurious shoes with high-prices and the risk of buying a counterfeit product is very vulnerable. Companies that made luxurious shoes brand with consumer need/request, it can create loyal consumers because they have provided satisfaction and trust in the products. This study focuses on how a company can create loyal consumers through their connection to their own brands, trust and consumer satisfaction on luxury brand shoes.

Results shows that companies or market players can create customer loyalty by identifying what the consumer needs. The best part is customer achieve their satisfaction and trust towards the product of the companies or market players. On the other hand, companies and market players can gain profit in sales.

Keywords: *self-brand connection, brand experience can be one of the reasons to create customer loyalty, the existence of trust on the product and customer own-satisfaction that created customer loyalty.*