

THE INFLUENCE OF FUNCTIONAL VALUE, EMOTIONAL VALUE, SOCIAL VALUE, AND BRAND IDENTIFICATION TOWARD BRAND LOYALTY WITH AGE AND GENDER AS MODERATING VARIABLE ON APPLE USERS

(Case studies in Padang)

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ABSTRACT

The purpose of this research are to analyze: (1) The effect of functional value toward brand loyalty on Apple users in Padang (2) The effect of emotional value toward brand loyalty on Apple users in Padang (3) The effect of social value toward brand loyalty at Apple users in Padang (4) The effect of brand identification toward brand loyalty at Apple users in Padang (5) The effect of age toward the relationship between functional value, emotional value, social value, and brand identification on brand loyalty at Apple users in Padang (6) The effect of gender toward the relationship between functional value, emotional value, social value, and brand identification on brand loyalty at Apple users in Padang

The type of this research is causative research. The population on this research is all users of Apple's product in Padang. Total sample of this research was 200 people by using questionnaire. The result of this research shows that (1) Functional value has significant effect on brand loyalty at Apple users in Padang (2) Emotional value has significant effect on brand loyalty at Apple users in Padang (3) Social value has no significant effect on brand loyalty at Apple users in Padang (4) Brand identification has significant effect on brand loyalty at Apple users in Padang (5) Age has no significant effect toward the relationship between functional value, emotional value, social value, and brand identification on brand loyalty at Apple users in Padang (6) Gender has no significant effect toward the relationship between functional value, emotional value, social value, and brand identification on brand loyalty at Apple users in Padang

The conclusion from this research is functional value, emotional value, and brand identification shows a significant effect on brand loyalty at Apple users in Padang, meanwhile social value show that there is no significant effect on brand loyalty at Apple users in Padang. Emotional value is the highest influence on brand loyalty in this research. Of the two moderators, results show that age and gender does not play a moderating role in the determination of Apple brand loyalty. For the future research it is better to explore more variables that can influence brand loyalty

Keyword: Functional Value, Emotional Value, Social Value, Brand Identification, Brand Loyalty