

ABSTRACT

The development of communication technology has gone through significant changes from each generation. Evidenced by the emergence of various kinds of telecommunications equipment with high technology. The emergence of this level of telecommunications technology is also driven by human needs to deal with various problems encountered and resolved in a short and fast time. Communication technology that is currently becoming a trend in society is a smartphone. One smartphone that is widely used in the millennial era is the Iphone which is a product of Apple. Starting from the first generation to the latest generation, this Iphone product always has loyal fans. One way to improve a company's brand is to increase its sensory brand experience. The final goal of doing Sensory Brand Experience, is the development of brand equity, customer affective commitment, and customer satisfaction. The purpose of this study is to determine whether Sensory Brand Experience affects Brand Equity, whether Sensory Brand Experience affects Customer Affective Commitment and Customer Satisfaction. The variables in this study are Sensory Brand Experience, Brand Equity, Customer Affective Commitment, and Customer Satisfaction. This study uses a quantitative research method with PLS analysis research type. The results of this study indicate that Sensory Brand Experience influences Brand Equity, Sensory Brand Experience affects Customer Affective Commitment, and Sensory Brand Experience influences Customer Satisfaction.

Keywords: Sensory Brand Experience, Customer Affective Commitment, Customer Satisfaction, Brand Equity