

## **ABSTRACT**

### ***THE INFLUENCE OF PERCEIVED BRAND AUTHENTICITY ON SELF-BRAND CONGRUENCE AND THEIR IMPACT ON CONSUMER SATISFACTION AND BRAND LOVE (Case on iPhone smartphone users in Tasikmalaya City)***

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*The business world is experiencing increasingly fierce competition between a brand and other company brands, so a company must create and build a strong brand in order to compete with other company brands. Therefore, this study aims to determine the effect of Perceived Brand Authenticity on Self-Brand Congruence and its Impact on Consumer Satisfaction and Brand Love by using a questionnaire as the main data collection tool. The results of the analysis using Structural Equation Modeling (SEM) show that the Perceived Brand Authenticity originating from iPhone smartphone users in the City of Tasikmalaya is in a good classification. Self-Brand Congruence on iPhone smartphone users in Tasikmalaya City is in good classification. Consumer Satisfaction on iPhone smartphone users in Tasikmalaya City is in good classification. Brand Love of business consumers on iPhone smartphone users in Tasikmalaya City is in good classification. Perceived Brand Authenticity has a positive effect on Self-Brand Congruence. Self-Brand Congruence has a positive effect on Brand Love. Self-Brand Congruence does not have a positive effect on Consumer Satisfaction. Consumer Satisfaction has a positive effect on Brand Love*

**Keywords:** *Perceived Brand Authenticity, Self-Brand Congruence, Consumer Satisfaction, Brand Love*

## ABSTRAK

**PENGARUH *PERCEIVED BRAND AUTHENTICITY* TERHADAP *SELF-BRAND CONGRUENCE* SERTA DAMPAKNYA TERHADAP *CONSUMER SATISFACTION* DAN *BRAND LOVE*  
(Kasus Pada Pengguna smartphone iPhone di Kota Tasikmalaya)**

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Dunia bisnis mengalami persaingan yang semakin ketat antara sebuah merek dengan merek perusahaan lainnya sehingga sebuah perusahaan harus menciptakan dan membangun merek yang kuat agar dapat bersaing dengan merek perusahaan lainnya. Oleh karena itu, penelitian ini bertujuan untuk mengetahui bagaimana Pengaruh *Perceived Brand Authenticity* terhadap *Self-Brand Congruence* Serta Dampaknya Terhadap *Consumer Satisfaction* dan *Brand Love* dengan menggunakan kuesioner sebagai alat pengumpul data utama. Hasil analisis menggunakan *Structural Equation Modeling* (SEM) menunjukkan bahwa *Perceived Brand Authenticity* yang berasal dari Pengguna smartphone iPhone di Kota Tasikmalaya berada dalam klasifikasi baik. *Self-Brand Congruence* pada Pengguna smartphone iPhone di Kota Tasikmalaya berada dalam klasifikasi baik. *Consumer Satisfaction* pada Pengguna smartphone iPhone di Kota Tasikmalaya berada dalam klasifikasi baik. *Brand Love* konsumen bisnis pada Pengguna smartphone iPhone di Kota Tasikmalaya berada dalam klasifikasi baik. *Perceived Brand Authenticity* berpengaruh positif terhadap *Self-Brand Congruence*. *Self-Brand Congruence* berpengaruh positif terhadap *Brand Love*. *Self-Brand Congruence* tidak berpengaruh positif terhadap *Consumer Satisfaction*. *Consumer Satisfaction* berpengaruh positif terhadap *Brand Love*

**Kata kunci:** *Perceived Brand Authenticity, Self-Brand Congruence, Consumer Satisfaction, Brand Love*