

**Pengaruh Brand Experience, Brand Satisfaction dan Brand Love terhadap Brand Loyality pada Pelanggan Detergen Rinso di Kota Padang**

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**Abstrak**

Penelitian ini bertujuan membuktikan dan menganalisis pengaruh *brand experience*, *brand satisfaction* dan *brand love* secara parsial terhadap *brand loyalty* pada pelanggan deterjen Rinso di Kota Padang. Populasi dalam penelitian ini adalah pelanggan perempuan yang minimal telah menggunakan deterjen Rinso dua kali, dengan jumlah sampel sebanyak 100 responden. Metode analisis yang digunakan untuk membuktikan kebenaran hipotesis adalah analisis regresi linear berganda. Hasil pengujian hipotesis ditemukan bahwa *brand experience* dan *brand satisfaction* secara parsial berpengaruh positif terhadap *brand loyalty* pada pelanggan deterjen Rinso di Kota Padang, sedangkan *brand love* tidak berpengaruh terhadap *brand loyalty* pada pelanggan deterjen Rinso di Kota Padang.

Kata Kunci: *Brand Experience, Brand Satisfaction, Brand Love, Brand Loyalty*

**Impact Brand Experience, Brand Satisfaction and Brand Love On The Brand Loyality  
Customer user Rinsو Cleaning  
Detergent in Padang City**

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**Abstract**

This study aims to prove and analyze the effect of brand experience, brand satisfaction and brand love partially on brand loyalty to customers of Rinsо detergent in Padang City. The population in this study were female customers who at least used Rinsо detergent twice, with a total sample of 100 respondents. The analytical method used to prove the truth of the hypothesis is multiple linear regression analysis. The results of hypothesis testing found that brand experience and brand satisfaction partially have a positive effect on brand loyalty to Rinsо detergent customers in Padang City, while brand love has no effect on brand loyalty to Rinsо detergent customers in Padang City.

Keywords: Brand Experience, Brand Satisfaction, Brand Love, Brand Loyalty