

ABSTRACT

Dunkin' Donuts is a franchise company that has grown 33 years ago in Indonesia. The increasing number of competitors popping up has resulted in a decrease in the loyalty of Dunkin' Donuts. This research conducted find out what factors can influence consumer loyalty at Dunkin' Donuts Bandung through satisfaction factors as intervening.

The variables used in this study are brand equity (X1), with dimensions of brand awareness, perceived quality, brand associations, brand loyalty, product quality (X2) with dimensions of performance, reliability, conformance to specification, durability, serviceability, experiential marketing (X3) with its dimensions, namely experiential marketing can measured using five factors, namely sense, feel, think, act, relate, customer satisfaction (Y) with dimensions of fair performance, ideal performance, expected performance, and consumer loyalty with dimensions of repeat purchases. regularly, buying between product lines and services, referring to others, showing immunity to attraction from competitors.

This research method uses a quantitative method with an exploratory type of research. Sampling done by non probability sampling method with a type of purposive sampling. The population in this study is unknown. and the sample used in this study uses the bernouli approach. With a total of 100 respondents. The data analysis technique used is descriptive analysis and partial least square (PLS) analysis.

Based on the results of the descriptive analysis of brand equity variables (X1) and consumer loyalty (Z) according to the fairly good category and other variables according to the fairly good category. The results of PLS analysis obtained by brand equity (X1) product quality (X2) and experience marketing (X3) affect consumer satisfaction. Then consumer satisfaction is valued for consumer loyalty with a T-statistic value > 1.96 . And Satisfaction must act as an intervention to consumer loyalty with T-Statistic results > 1.96 .

Keywords: Brand Equity, Product Quality, Experiential Marketing, Consumer Satisfaction, Consumer Loyalty