

ABSTRACT

The purpose of this study was to determine the influence of experiential marketing, emotional branding, and customer satisfaction on customer loyalty of Lawangwangi Café and Creative Space Bandung. This study uses quantitative research with this type of associative research and causal relationship. The sampling technique used nonprobability sampling technique, which is sampling purposive with a sample of 400 respondents. Data analysis using validity, reliability, classic assumption test (normality, heterokedastisity, autocorrelation, multicollinearity, and linearity), t-test, F-test and path analysis using SPSS 22 for Windows.

The result showed that influence of experiential marketing (X_1) to customer satisfaction (Y) is 0,102 or 10,2%, influence of emotional branding (X_2) to customer satisfaction (Y) is 0,242 or 24,2%, there is significant influence of variables experiential marketing (X_1) and emotional branding (X_2) to customer satisfaction (Y) simultaneously is equal to 0,115 or 11,5%, the influence of customer satisfaction (Y) to customer loyalty (Z) is 0,166 or 16,6%, and there is significant influence of variables experiential marketing (X_1), emotional branding (X_2) and customer satisfaction (Y) to customer loyalty (Z) simultaneously is equal to 0,231 or 23,1%.

The conclusion of this study shows that experiential marketing, emotional branding, and customer satisfaction is influence to customer loyalty Lawangwangi Café and Creative Space Bandung partially or simultaneously.

Keywords: experiential marketing, emotional branding, customer satisfaction and customer loyalty.