

ABSTRACT

Consumer loyalty can be motivated by various factors, including the experience of consumers customer satisfaction and brand image that exists in an individual. By carrying out the concept of "coffee in the forest", Armor Coffee has unique characteristics from other shops. The existence of this phenomenon, the marketing strategy applied by Armor Coffee is experiential marketing where the strategy is intended to be able to attract consumers' interests through sense, feel, think, act and relate. This marketing strategy can create customer satisfaction, good or bad brand image and a greater impact on the Armor Coffee that can make customers loyal. The purpose of this study was to determine and analyze the effect of customer experience, customer satisfaction and brand image on customer loyalty in the Bandung Coffee Armor.

The method used is quantitative with data analysis using descriptive analysis and multiple linear regression. This research uses SPSS 23.0 software. Research respondents are individuals who have visited to Armor Coffee Bandung. A sample of 100 respondents were obtained using a purposive sampling technique.

Descriptive analysis results show that all variables are in the quite good category with each score, namely customer experience (65.0%), customer satisfaction (66.3%), brand image (63.4%) and customer loyalty (55.4%). The results showed that customer experience, customer satisfaction and brand image of customer loyalty positively and significantly by 85.5%.

This study concludes that the most influential to foster customer loyalty is consumer satisfaction that is quite capable of providing the best possible service, suitable facilities and affordable prices. In addition to customer satisfaction, the other two variables have the same significant effect on customer loyalty.

Keywords: Customer Experience, Customer Satisfaction, Brand Image, Customer Loyalty.