

ABSTRACT

Rabbani is a muslim clothing retail which is also known as “Professor kerudung Indonesia“. Rabbani has become one of the first and largest practical hijab industry in Indonesia. The rapid development of muslim hijab fashion in Indonesia and the rise of new entrepreneurs who build similar businesses in Indonesia. This also causes the increase in brand counterfeiting against local brands to become uncontrollable. This problem encourages Rabbani to continue for improving Brand image through Brand experience so that customer will feel satisfied with the products owned by rabbani, loyal to brand, improve the hijab fashion and compete to create innovative hijab models to attract buyers.

The objective of this research is to measure the effect of brand image variable toward customer satisfaction, brand image variabel toward brand loyalty, brand experience variabel toward customer satisfaction, brand experience variable toward brand loyalty and customer satisfaction variabel toward brand loyalty. in this research, researcher used quantitative method with causal type research. Meanwhile, data collection was using an interval scale contain 30 question indicators that are carried out on users or those who have hijab rabbani products. The researcher used structural equation modeling (SEM) to test the hypothesis which was processed using LISREL 8.8 software.

The results of research show that the brand image has positive and significant effect toward customer satisfaction, the brand image variabel has positive and significant impact toward brand loyalty, the brand experience variabel has positive and significant impact toward customer satisfaction, the brand experience variabel has positive and significant impact toward brand loyalty, the customer satisfaction variabel has positive and significant impact toward brand loyalty. it can be concluded that hypotheses test in this research are accepted.

Keyword: *brand image, brand experience, customer satisfaction, brand loyalty, SEM*