PENGARUH *BRAND EXPERIENCE* TERHADAP *CONSUMER-BASED BRAND EQUITY, BRAND SATISFACTION* DAN *BRAND LOYALTY* PADA STARBUCKS DI SURABAYA

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INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *brand experience* terhadap *Consumer-Based Brand Equity (CBBE), brand satisfaction dan brand loyalty pada* Starbucks di Surabaya. Responden diambil dari pelanggan di Starbucks di kota Surabaya dengan yang pernah membeli produk merek tersebut dan menikmati fasilitas serta layanan secara *dine-in*.

Penelitian ini dilakukan dengan menggunakan *Structural Equation Model* (SEM) dan diolah dengan menggunakan sofware *Statistical Package for Social Science* (SPSS) dan AMOS. Dalam penelitian ini jumlah responden yang digunakan sebanyak 210 responden yang berdomisil di kota Surabaya dan pernah membeli produk Starbucks serta menikmati fasilitas dan layanan secara *dine-in.*

Hasil penelitian ini menunjukan bahwa *brand experience* berpengaruh positif terhadap *brand awareness, brand identification, physical quality, staff behavior, ideal self-congruence* dan *lifestyle congruence. Brand awareness, brand identification, physical quality, staff behavior, ideal self-congruence* berpengaruh positif terhadap *brand satisfaction.* Namun *lifestyle congruence* tidak berpengaruh terhadap *brand satisfaction.* Sedangkan *brand satisfaction* berpengaruh positif terhadap *brand loyalty*

Kata kunci: *Brand experience, Consumer-based brand equity, Brand satisfaction, Brand loyalty*

*THE INFLUENCE OF BRAND EXPERIENCE ON CONSUMER-BASED
BRAND EQUITY, BRAND SATISFACTION AND BRAND LOYALTY
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ABSTRACT

This study investigates the effect brand experience on consumer-based brand equity, brand satisfaction and brand loyalty on Starbucks in Surabaya. Respondents were taken from customers at Starbucks in the city of Surabaya who had bought the brand's products and enjoyed the facilities and services on a dine-in basis.

This research was conducted using the Structural Equation Model (SEM) and processed using the Statistical Package for Social Science (SPSS) and AMOS software. In this study, the number of respondents used was 210 respondents who lived in the city of Surabaya and had bought Starbucks products and enjoyed dine-in facilities and services.

The results of this study indicate that brand experience has a positive effect on brand awareness, brand identification, physical quality, staff behavior, ideal self-congruence and lifestyle congruence. Brand awareness, brand identification, physical quality, staff behavior, ideal self-congruence have a positive effect on brand satisfaction. However, lifestyle congruence has no effect on brand satisfaction. While brand satisfaction has a positive effect on brand loyalty.

Keywords: Brand experience, Consumer-based brand equity, Brand satisfaction, Brand loyalty