

PENGARUH *SENSORY BRAND EXPERIENCE* TERHADAP *BRAND EQUITY*  
DENGAN *EMPLOYEE EMPATHY* SEBAGAI VARIABEL MODERASI  
PADA PELANGGAN STARBUCKS DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi pengaruh *sensory brand experience*, *customer affective commitment*, *customer satisfaction* terhadap *brand equity* dengan *employee empathy* sebagai variabel moderasi. Penelitian ini menggunakan model persamaan struktural dengan software SPSS 24 dan SmartPLS 3 for windows. Penelitian ini mengambil 100 responden yang mengunjungi dan mengkonsumsi kopi Starbucks setiap bulannya. Penelitian ini menemukan bahwa *sensory brand experience* berpengaruh terhadap *customer satisfaction* tetapi tidak berpengaruh terhadap *customer affective commitment* dan *brand equity*, *customer affective commitment* tidak berpengaruh terhadap *brand equity*, *customer satisfaction* berpengaruh terhadap *customer affective commitment* dan *brand equity*. *Employee empathy* sebagai variabel moderasi tidak memoderasi pengaruh *sensory brand experience* pada *customer affective commitment* dan *customer satisfaction*.

Kata kunci: *sensory brand experience*, *customer affective commitment*, *customer satisfaction*, *employee empathy*, *brand equity*

*THE INFLUENCE OF SENSORY BRAND EXPERIENCE ON BRAND EQUITY  
WITH EMPLOYEE EMPATHY AS MODERATION VARIABLE ON STARBUCKS  
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*ABSTRACT*

*The purpose of this study is to explore the effect of sensory brand experience, customer affective commitment, customer satisfaction on brand equity with employee empathy as moderating variable. This study using structural equation modelling with SPSS 24 and SmartPLS 3 for windows software. This study took 100 respondents who visit and consume Starbucks coffee every month. This study found that sensory brand experience has effect on customer satisfaction but has no effect on customer affective commitment and brand equity, customer affective commitment has no effect on brand equity, customer satisfaction has effect on customer affective commitment and brand equity. Employee empathy as moderating variable has no moderates the impact of sensory brand experience on customer affective commitment and customer satisfaction.*

*Keywords: sensory brand experience, customer affective commitment, customer satisfaction, employee empathy, brand equity*