

INTISARI

Penelitian ini bertujuan untuk mengetahui bukti empiris mengenai pengaruh *experiential marketing*, *emotional branding* dan citra merek terhadap loyalitas merek secara simultan. Selain itu untuk mengetahui pengaruh *experiential marketing* terhadap loyalitas merek, *emotional branding* terhadap loyalitas merek dan citra merek terhadap loyalitas merek.

Penelitian ini dilakukan pada Masyarakat Yogyakarta yang menggunakan provider Simpati. Jumlah sampel pada penelitian ini 75 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dimana sampel diambil berdasarkan kriteria yang telah ditentukan. Adapun kriterianya adalah masyarakat Yogyakarta yang menggunakan provider simpati lebih dari 3 tahun. Metode pengumpulan data menggunakan kuesioner yang disebar kepada masyarakat Yogyakarta. Provider Simpati terkait variabel *experiential marketing*, *emotional branding*, citra merek dan loyalitas merek.

Berdasarkan hasil uji t variable *experiential marketing* dan *emotional branding* tidak memiliki pengaruh signifikan terhadap loyalitas merek, sedangkan variabel citra merek memiliki pengaruh yang signifikan terhadap loyalitas merek. Berdasarkan hasil uji F menunjukkan bahwa variabel *experiential marketing*, *emotional branding* dan citra merek berpengaruh secara simultan terhadap loyalitas merek Simpati di Yogyakarta.

Kata kunci : *experiential marketing*, *emotional branding*, citra merek, loyalitas merek.

ABSTRACT

This study aimed to determine the empirical evidence about the influence of experiential marketing, emotional branding and brand image on brand loyalty simultaneously. In addition to knowing the influence of experiential marketing to brand loyalty, emotional branding to brand loyalty and brand image on brand loyalty.

This study was conducted on people of Yogyakarta are using the provider Simpati. The number of samples in this study 75 respondents. The sampling technique used was purposive sampling where samples were taken based on predetermined criteria. The criteria are the people of Yogyakarta are using the provider Simpati over 3 years. Methods of data collection using questionnaires distributed to the people of Yogyakarta. Simpati Provider related variables experiential marketing, emotional branding, brand image and brand loyalty.

Based on the test results t variable experiential marketing and emotional branding does not have a significant effect on brand loyalty, while brand image variables have a significant effect on brand loyalty. Based on F test results indicate that the variable experiential marketing, emotional branding and brand image simultaneous effect on brand loyalty sympathy in Yogyakarta.

Keywords: experiential marketing, emotional branding, brand image, brand loyalty

