

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *experiential marketing*, *brand image*, dan *customer satisfaction* terhadap *customer loyalty* pada D’Royal Coffee Space Kota Lhokseumawe. Sampel dalam penelitian ini berjumlah 90 responden pelanggan D’Royal Coffee Space. Pengambilan sampel penelitian ini dengan menggunakan teknik *purposive sampling*. Pengumpulan data pada penelitian ini dengan melakukan penyebaran angket kuesioner kepada pelanggan yang berkunjung minimal dua kali. Metode yang digunakan dalam penelitian ini adalah dengan metode *regresi linear berganda*. Hasil penelitian menunjukkan bahwa *experiential marketing*, *brand image* dan *customer satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty*.

Kata kunci: *experiential marketing*, *brand image*, *customer satisfaction*, *customer loyalty*

ABSTRACT

This study aimed to analyze the influence of experiential marketing, brand image, and customer satisfaction on customer loyalty at D’Royal Coffee Space in Lhokseumawe. The sample for this study consisted of 90 customers of D’Royal Coffee Space. The sample was selected using purposive sampling. Data collection for this study was conducted by distributing questionnaires to customers who had visited the establishment at least twice. The method used in this study was multiple linear regression. The results of the study indicate that experiential marketing, brand image, and customer satisfaction have a positive and significant effect on customer loyalty.

Keywords: *experiential marketing*, *brand image*, *customer satisfaction*, *customer loyalty*