

ABSTRACT

This study discusses Improving Product Quality, Emotional Branding, and Experiential Marketing for Consumer Loyalty at Kofluck Coffee Shop. With the available phenomena. This study discusses to study and analyze Product Quality, Emotional Branding and Experiential Marketing.

Product Quality Variables, Emotional Branding, Experiential Marketing have their respective dimensions. Product Quality has 8 related dimensions, namely (Performance, Beauty, Improvement, uniqueness, reliability, durability, quality and usability). Whereas Emotional Branding has dimensions namely (Relationship, Experience of the Five Senses Imaginative Approval and Vision). Experiential Marketing has dimensions (Sense, Feel, Think, Act, Relate).

This study uses quantitative methods with descriptive research types. The analysis technique used in this study is multiple linear analysis. The research sample was taken randomly, taken 100 respondents who were customers of Kofluck Coffee Shop.

The result of the study show that the Product Quality, Emotional Branding, and Marketing Experiences variables contribute to Consumer Loyalty. Further research can be done by looking at the variables of Product Quality, Emotional Branding and Marketing Experiences towards Consumer Loyalty.

Key words : Product Quality , Emotional Branding, Marketing Experiences, Costumer Loyalty