

ABSTRACT

In the history of aviation, Lion Air has a bad track record, such as poor service and frequent accidents. However, the Lion Air airline which is included in the Low Cost Carrier airline has managed to become the airline that has the most domestic passengers in the last 3 years, even againts the full service airline.

The purpose of this research is to find out how much experiential marketing, emotional branding, and brand image can affect consumer loyalty of Lion Air in Bandung in 2019. This research using descriptive analysis method with quantitative research methods, using non-probability techniques that are purposive sampling. Data collection methods in this study used a questionnaire and data analysis used was multiple linear regression analysis.

Based on the results of the t test showed that H_1 was rejected because marketing experience was rejected negatively on consumer loyalty with a score of $-1,482 < 1.96$, then H_2 was accepted because emotional branding had a positive impact on consumer loyalty with a score of $8.337 > 1.96$, and H_3 was accepted because of brand image also has a positive effect on consumer loyalty with a score of $6,150 > 1.96$. Based on the results of the F test which showed that H_4 was accepted because of marketing based on experience, emotional branding and brand image that was approved simultaneously on consumer loyalty received by Lion Air in Bandung in 2019 with a score of $19,711 > 2,627$.

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