

ABSTRACT

Bandung City is one of the cities that has many local and international coffee outlets but local coffee outlets still have shortcomings in terms of marketing compared to international coffee outlets such as the use of social media as a means of their promotion. This research was conducted to determine the effect of Emotional Marketing indicators that led to the creation of Emotional Experience in Local and International Coffee Shops in the City of Bandung. In the Emotional Marketing indicator there are 5 aspects that must be considered, namely Product, Equity, Money, Experience and Energy, because the authors are interested in researching and knowing how the Emotional Marketing and Emotional Branding indicators can affect the Emotional Experience obtained by consumers at local coffee outlets and International in the city of Bandung. This research uses quantitative methods, the final results of the study get a score of 9,090 and are in the agreed category in the continuum with a score of 77.61%. Accordingly, the Emotional Marketing indicator is very influential on the Emotional Experience felt by consumers of Local and International Coffee Shops in the City of Bandung.

Keywords : Emotional Experience, Coffeeshop, Bandung city.