

ABSTRACT

The luxury goods market in Indonesia has shown significant growth, especially in the fashion sector, driven by increased purchasing power among the upper middle class and changing lifestyles that prioritize social status and quality. Luxury fashion brands such as Dior, Chanel, and Gucci utilize exclusive elements in their marketing to differentiate themselves from competitors. This study aims to analyze the influence of sensory marketing, brand experience, brand image, and perceived service quality on brand loyalty with customer satisfaction as an intervening variable, focusing on consumers of luxury fashion brands in Indonesia.

Data was collected through surveys from consumers of these luxury brands and analyzed using regression to test the relationships between variables. The results show that sensory marketing has a positive and significant effect on brand loyalty, while brand experience and brand image do not have a significant impact. Perceived service quality was found to have a significant effect on customer satisfaction, which in turn affects brand loyalty. However, sensory marketing, brand experience, and brand image do not significantly influence brand loyalty through customer satisfaction.

These findings provide insights for luxury goods companies to prioritize improving service quality, as well as integrating sensory elements into their marketing strategies to strengthen customer loyalty. The study also suggests further research using qualitative approaches and exploration of external variables that may affect the dynamics of customer satisfaction and brand loyalty in a broader context.

Keywords: *sensory marketing, brand experience, brand image, perceived service quality, customer satisfaction, brand loyalty, luxury brand.*