

## **ABSTRACT**

### ***EFFECT SOCIAL MEDIA MARKETING, BRAND EXPERIENCE ON BRAND LOYALTY AS A SUSTAINABLE BUSINESS COFFEE SHOP IN BANDAR LAMPUNG***

**By :**

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*This study aims to examine the effect of Social Media Marketing, Brand Experience on Brand Loyalty. Brand Loyalty is a consumer preference consistently to make purchases at brand on a specific product or service category. The sample of this research is 130 respondents, namely consumers who follow Social Media and also visitors Coffee Shop in Bandar Lampung. The results of this study indicate that the influence of Social Media Marketing, Brand Experience has a positive effect on Brand Loyalty as a strategy for Sustainable Business Coffee Shop in Bandar Lampung. Based on research conducted that Social Media Marketing and Brand Experience have a positive and significant effect on Brand Loyalty to Coffee Shop in Bandar Lampung.*

***Keywords: Social Media Marketing, Brand Experience and Brand Loyalty.***

## **ABSTRAK**

### **PENGARUH *SOCIAL MEDIA MARKETING, BRAND EXPERIENCE* TERHADAP *BRAND LOYALTY* SEBAGAI STRATEGI *SUSTAINABLE* *BUSINESS COFFEE SHOP* DI BANDAR LAMPUNG**

**Oleh :**

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Penelitian ini bertujuan untuk menguji pengaruh *Social Media Marketing, Brand Experience* terhadap *Brand Loyalty*. *Brand Loyalty* adalah preferensi konsumen secara konsisten untuk melakukan pembelian pada *Brand* yang sama pada produk yang spesifik atau kategori pelayanan tertentu. Sampel penelitian ini sebanyak 130 responden yaitu konsumen yang mengikuti akun *Social Media* dan juga pengunjung *Coffee Shop* di Bandar Lampung. Hasil penelitian ini menunjukkan bahwa pengaruh *Social Media Marketing, Brand Experience* berpengaruh positif pada *Brand Loyalty* sebagai strategi *Sustainable Business Coffee Shop* di Bandar Lampung. Berdasarkan penelitian yang dilakukan bahwa *Social Media Marketing* dan *Brand Experience* berpengaruh positif dan signifikan terhadap *Brand Loyalty* pada *Coffee Shop* di Bandar Lampung.

**Kata kunci :** *Social Media Marketing, Brand Experience* dan *Brand Loyalty*.

