

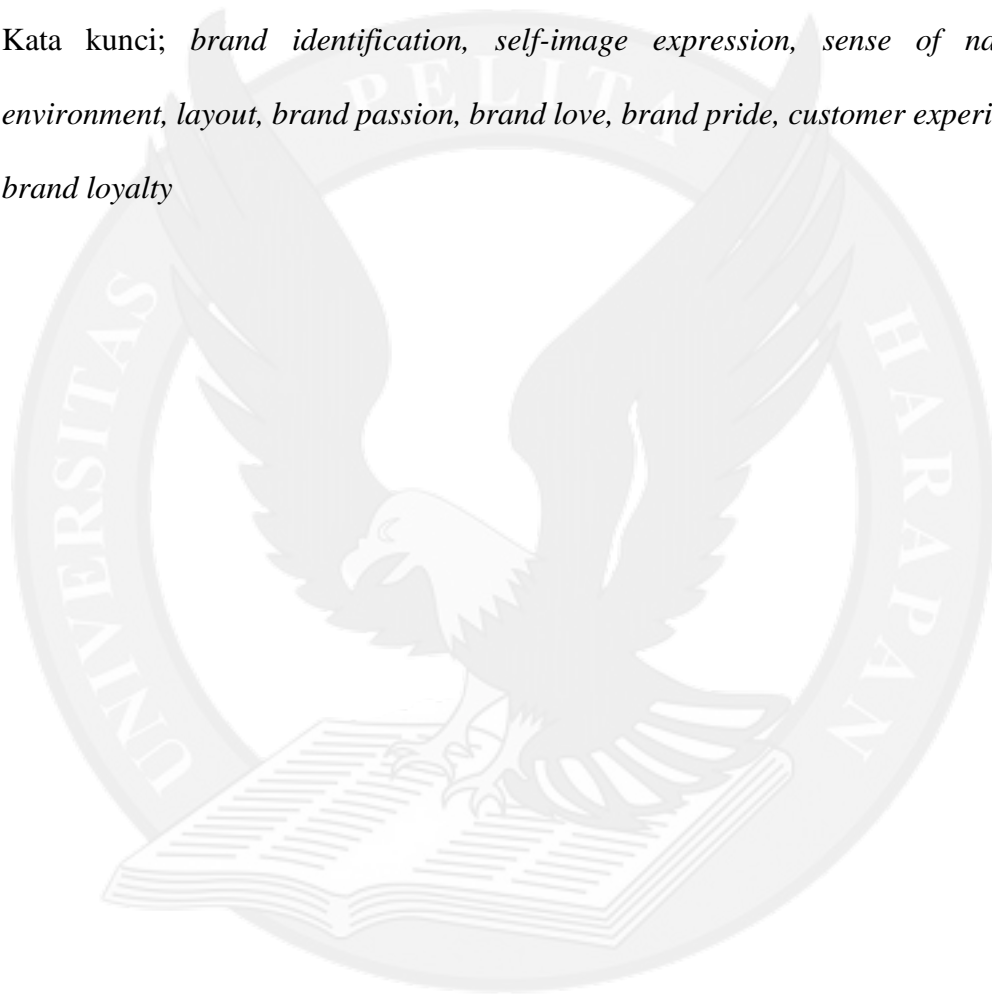
## ABSTRAK

PENGARUH *BRAND IDENTIFICATION*, *SELF IMAGE EXPRESSION*, *SENSE OF NATURAL ENVIRONMENT*, *LAYOUT*, *BRAND PASSION*, *BRAND LOVE* DAN *BRAND PRIDE* TERHADAP *BRAND LOYALTY* PADA RESTORAN SUSHI TEI DENGAN *CUSTOMER EXPERIENCE* SEBAGAI VARIABEL MODERASI

Perkembangan di industry makanan di Indonesia sangat pesat walaupun adanya hambatan yaitu pandemic covid-19 tidak berpengaruh pada industry makanan di Indonesia. Penelitian ini dilakukan memiliki tujuan yaitu menemukan hubungan positif yang berkaitan dengan *brand identification* dengan *brand passion*, *brand love*, dan *brand pride*, *brand identification* dengan *brand loyalty*, *self-image expression* dengan *brand passion*, *brand love*, dan *brand pride*, *self-image expression* dengan *brand loyalty*, *sense of natural environment* dengan *brand passion*, *brand love*, dan *brand pride*, *sense of natural environment* dengan *brand loyalty*, *layout* dengan *brand passion*, *brand love*, dan *brand pride*, *layout* dengan *brand loyalty*, *brand passion* dengan *brand loyalty*, *brand love* dengan *brand loyalty*, *brand pride* dengan *brand loyalty*, *moderasi brand passion* dengan *brand loyalty* dan *customer experience*, *moderasi brand love* dengan *brand loyalty* dan *customer experience*, *moderasi brand pride* dengan *brand loyalty* dan *customer experience*. Pendekatan pada penelitian ini adalah pendekatan kuantitatif, data yang didapat melalui metode mengumpulkan data dengan cara menyebarkan kuesioner elektronik berupa Google Forms yang disebarakan kepada 40 orang untuk studi pendahuluan dan 350 responden untuk penelitian actual. Data yang telah diperoleh diolah datanya

menggunakan SmartPLS. Penelitian ini dilakukan di Indonesia dan responden yang menjawab kuesioner adalah mereka yang pernah mengunjungi restaurant Sushi Tei. Hasil dari penelitian ini menunjukkan bahwa

Kata kunci; *brand identification, self-image expression, sense of natural environment, layout, brand passion, brand love, brand pride, customer experience, brand loyalty*



## **ABSTRACT**

*THE IMPACT OF BRAND IDENTIFICATION, SELF-IMAGE EXPRESSION, SENSE OF NATURAL ENVIRONMENT, LAYOUT, BRAND PASSION, BRAND LOVE AND BRAND PRIDE ON BRAND LOYALTY IN TEI SUSHI RESTAURANTS USING CUSTOMER EXPERIENCE AS MODERATING VARIABLES*

*The food industry in Indonesia is growing at a rapid pace, despite challenges, such as the COVID-19 epidemic, which has had little effect on the food industry in Indonesia. The purpose of this research was to discover positive correlations between brand identification with brand passion, brand love, and brand pride, brand identification with brand loyalty, self-image expression with brand passion, brand love, and brand pride, self-image expression with brand loyalty, sense of natural environment with brand passion, brand love, and brand pride, sense of natural environment with brand loyalty, layout with brand passion, brand love, and brand pride, and self-image expression with brand loyalty. The study takes a quantitative approach, collecting data through the distribution of electronic questionnaires in the form of Google Forms to 40 persons for preliminary studies and 350 respondents for the actual research. SmartPLS is used to process the data that has been collected. The study was conducted in Indonesia, and respondents were people who had visited the Sushi Tei restaurant.*

*Keywords; brand identification, self-image expression, sense of natura environmentl, layout, brand passion, brand love, brand pride, customer experience, brand loyalty.*

