

## ABSTRACT

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### **THE INFLUENCE OF EXPERIENTIAL MARKETING TOWARDS BRAND IMAGE AND BRAND LOYALTY AMONGST MAXX COFFEE CONSUMERS IN JABODETABEK.**

The purpose of conducting this research paper is to measure the influence or the impact of experiential marketing towards brand image and brand loyalty amongst Maxx Coffee consumers in Jakarta Metropolitan Area (JABODETABEK). The data was obtained through the distribution of questionnaire through Google forms. At the end, the number of respondents were 210 respondents who are Maxx Coffee Consumers in JABODETABEK. The respondents answered 21 questionnaire questions regarding experiential marketing, brand image and brand loyalty towards Maxx Coffee. SmartPLS 3.2.9 is the software to process the data from the respondents. The indicators that are being asked towards the respondents are valid and reliable indicators. Results show on the hypothesis analysis that experiential marketing is significant towards brand image and brand loyalty and there is a significance between brand image and brand loyalty. The limitation of this research is the small sample size and the scope of area where this research paper is conducted. Thus, it is suggested that future research must have a larger sample size and the scope of area.

**Keywords :*Experiential Marketing, Brand Image, Brand Loyalty***