TABLE OF CONTENT

ABSTRACT ..... **v**
ACKNOWLEDGEMENT ..... **vi**
LIST OF FIGURES ..... **x**
LIST OF TABLES ..... **xi**
LIST OF APPENDICES .....Ошибка! Закладка не определена.
INTRODUCTIONS **8**
1.1 Research Background 8
1.2 Problem Statement & Research Question 13
1.3 The purpose of the study 14
1.4 Research Benefits 14
1.5 Research Contribution 15
1.6 Systematic Outline 15
LITERATURE REVIEW **17**
2.1 Experiential Marketing 17
2.2 Brand Image 20
2.3 Brand Loyalty 22
2.4 Hypothesis 24
2.4.1 Relationship between Experiential Marketing and Brand Loyalty 25
2.4.2 Relationship between Experiential Marketing and Brand Image 25
2.4.3 Relationship between Brand Image and Brand Loyalty 26
2. 5 Research Model 26
RESEARCH METHODOLOGY **27**
3.1 Research Object 27
3.2 Units of Analysis 27
3.3 Type of Research 27
3.4 Operational Definition of Variables 29
3.5 Population and Sample 32
3.5.1 Determining Sampling Size 33
3.5.2 Sampling Method 33
3.6 Data Collection Method 34
3.7 Validity and Reliability Testing 36
3.7.1 Validity Testing 36
3.7.2 Reliability Testing 37

3.8 Data Analysis Method 37
3.9 Validity and Reliability Pre-Test Results 38
RESULTS AND DISCUSSIONS 43
4.1 Respondents Profile 43
4.2 Descriptive Statistics 48
4.2.1 Descriptive Statistics Of Experiential Marketing 48
4.2.2 Descriptive Statistics Of Brand Image 50
4.2.3 Descriptive Statistics Of Brand Loyalty 51
4.3 Outer Model 52
4.3.1 Validity Testing and Convergent Validity. 53
4.3.2 Construct Reliability Testing 55
4.3.3 Discriminant Validity Testing 56
4.4 Inner Model 57
4.4.1 Collinearity Assessment 57
4.4.2 Coefficient of Determination (R^2) 58
4.4.3 Predictive Relevance (Q^2) 59
4.4.4 Effect Size(f^2) 59
4.5 Hypothesis Testing 60
4.6 Discussion 62
CONCLUSION & RECOMMENDATION 65
5.1 Conclusion 65
5.2 Managerial Implications 65
5.3 Research Limitations and Future Research Suggestion 67
REFERENCE ..... Ошибка! Закладка не определена.
APPENDIX 79

LIST OF FIGURES

Figure 1. 1 Coffee Consumption in Indonesia 9
Figure 1. 2 The Amount of Investment that Coffee Brands Received 10
Figure 1. 3 Market Share of Coffee Chains in Indonesia 11

Figure 2. 1 Research Model 26

LIST OF TABLES

Table 3. 1 : Experiential Marketing, Brand Image and Brand Loyalty Scale..... 29
Table 3. 2 : Operational Definitions of Experiential Marketing, Brand Image and Brand Loyalty Scale 29
Table 3. 3 : Validity Pretesting Results 38
Table 3. 4 Reliability Pretesting Results..... 40
Table 3. 5 Fornell-Larcker Criterion 40
Table 3. 6 Heterotrait Monotrait Ratio 41

Table 4. 1 Gender Characteristics
43
Table 4. 2 Age Characteristics 44
Table 4. 3 Occupation Characteristics..... 45
Table 4. 4 Highest Level of Education Characteristics 45
Table 4. 5 Places of Domiciled Characteristics..... 46
Table 4. 6 Average Monthly Spending for to Go out to Cafe Characteristics..... 47
Table 4. 7 Frequency of Visits to Maxx Coffee Characteristics 47
Table 4. 8 Descriptive Statistics of Experiential Marketing 48
Table 4. 9 Descriptive Statistics of Brand Image..... 50
Table 4. 10 Descriptive Statistics of Brand Loyalty..... 51
Table 4. 11 Validity and Convergent Validity Table 53
Table 4. 12 Construct Reliability Table..... 55
Table 4. 13 Discriminant Validity Testing through Fornell Larcker Criterion Table 56
Table 4. 14 Discriminant Validity Testing through Heterotrait Monotrait (HTMT) Ratio Table..... 57
Table 4. 15 Collinearity Assessment through VIF 58
Table 4. 16 Coefficient Determination 58
Table 4. 17 Predictive Relevance (Q^2) 59
Table 4. 18 Affect Size (f^2) 60
Table 4. 19 Hypothesis Testing..... 61

LIST OF APPENDICES

APPENDIX 1. 1 Measurement Model 79
APPENDIX 1. 2 Fornell-Larcker Criterion & HTMT 80
APPENDIX 1. 3 Construct Reliability and Validity 81
APPENDIX 1. 4 Coefficient of Determination 81
APPENDIX 1. 5 Outer Loadings 82
APPENDIX 1. 6 Affect Size 83
APPENDIX 1. 7 Hypothesis Testing 83
APPENDIX 1. 8 Predictive Relevance 84
APPENDIX 1. 9 Structural Model 84

APPENDIX 2. 1 Questionnaires 85