

ABSTRACT

The modern industry as a whole is growing in Indonesia, one of which is the highest in the health and beauty segment. Entrepreneurs continue to develop whether domestic or foreign company. According to Global Retail Development, Indonesia is the fourth most potential developing country. The consideration for choosing skincare by the ZAP Beauty Index survey is product safety which has the highest score. Of several brands, The Body Shop is included in the ranks of the Top Brand Index which is first ranked for 5 years and still counting for the body and care in Indonesia. In maintaining the position on competition, The Body Shop continues several services that consumers have a good experience and loyalty increase.

The research based on research gap of relation between customer experience to brand loyalty that has inconsistent result with previous research. The research purpose is to build a conceptual model and answer research gaps. There are 145 respondents as customer The Body Shop in Samarinda City. Data analysis technique used in this study is SEM with AMOS, and the resulting show that there are five positive and significant effect hypothesis which are namely, customer experience for brand trust, customer experience for brand engagement, customer experience for brand loyalty, brand trust for brand loyalty and brand engagement for brand loyalty.

Keyword : customer experience, brand loyalty, brand trust, brand engagement