

ABSTRACT

The research based on research gap of relation between brand experience to brand loyalty that has inconsistent with late research. The object of this research is the Waroeng Kaligarong restaurant in Semarang City. The research purpose is to build a conceptual model and answer research gaps.

There are 145 respondents as customer Waroeng Kaligarong in Semarang City. Data analysis use SEM technic with AMOS. The data collection technique used in this research is the questionnaire method.

The result of analysis that there are five positive and significant effect hypothesis which are, brand experience for brand identification with a direct effect of 0.951, brand identification for brand love with a direct effect 0.450, brand authenticity for brand love with a direct effect 0.564, brand identification for brand loyalty with a direct effect 0.405 and brand love for brand loyalty with a direct effect 0.574.

Keyword :brand love, brand loyalty, brand experience, brand authenticity, brand identification