

## ***ABSTRACT***

Motorcycle industries is experiencing rapid growth, Yamaha and Honda compete closely. In purpose to win competition is to increase brand loyalty, one way of increasing brand loyalty is how to make experiential marketing. This raises the question "What Strategic Experiences Modules increase Experiential Marketing and Experiential marketing to establish brand loyalty .as in the theory and various journals and also whether there are company in motorcycle industries. PT Yamaha Motor Kencana Indonesia is a problem that want to be inspected in this research.

Model studies indicate the existence of 6 (four) hypothetical. -Hypothetical hypothetical example is the sense have a positive influence on experiential marketing (hypothetical 1), sense have a positive influence on experiential marketing (hypothetical 1), feel have a positive influence on experiential marketing (hypothetical 2), think have a positive influence on experiential marketing (hypothetical 3), act have a positive influence on experiential marketing (hypothetical 4), relate have a positive influence on experiential marketing (hypothetical 5), experiential marketing have a positive influence on brand loyalty (hypothetical 6).

Sampling technique in this research carried out by purposively sampling method. This was taken with a sampling technique based on the specific considerations, where the sample is selected with the requirements that have deemed essential features that are relevant to the research. The number of respondents as the sample is determined in this research is 138 Yamaha's Motorcycle buyer and user. Technical analysis is used to analyze and interpret the data in this research is the engineering Structural Equation Model (SEM) of the software and Amos 16. The process of analysis of research carried out on data obtained from 138 respondents. Results of data analysis will be kausalitas explain the relationship between variables that are developed in this research model. The proposed model can be accepted after the assumptions have been met and that is normalitas standardized Residual Covariance <1.96. While the value Determinant of Covariance Matrixnya 66.738

Eksogen measurement model and endogen was tested by using analysis konfirmatori. Measurement model is further analyzed with Structural Equation Model (SEM) to test the model kausalitas relationship between the variables that affect and be affected by *sense, feel, think, act, relate, experiential marketing dan brand loyalty meet the Goodness of Fit chi square =244,833; probability = 0,073; GFI = 0,864; AGFI = 0,824; CFI = 0,996; TLI = 0,983; RMSEA = 0,032; CMIN/DF = 1,14..* Based on the results of data analysis can be concluded that the model can be accepted.

**Keywords:** *Sense, Feel, Think, Act, Relate, Experiential Marketing dan Brand Loyalty*