

## ABSTRAK

Oktafiana Puji Astuti, Program Studi Administrasi Bisnis, Universitas Yudharta, Agustus 2023. Membangun *Brand Love* Melalui *Digital Sensory Marketing*: Dimediasi Oleh *Brand Experience* (Studi Pada Konsumen J.CO Donuts & Coffe).

Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh *brand love* (X1), dan *brand exprience* (X2) terhadap *digital sensory marketing* (Y). Penelitian ini menggunakan pendekatan *explanatory research* dengan metode kuantitatif. Pengumpulan data penelitian ini adalah melalui sebar kuisisioner atau angket kepada 115 responden. Teknik analisis data menggunakan SPSS versi 17, yang mana data tersebut akan diolah, diuraikan, dan dibahas untuk menjawab dan membuktikan hipotesis yang diajukan. Adapun hasil penelitian ini sebagai berikut: (1). *Brand Love* (X1) berpengaruh positif dan signifikan terhadap *brand Experience* (X2). (2). *Brand love* (X1) tidak berpengaruh positif terhadap *digital sensory marketing* (Y). (3). *Brand experience* berpengaruh positif dan signifikan terhadap *digital sensory marketing* (Y).

**Kata Kunci** : *Brand Love, Brand experience, Digital Sensory Marketing.*

## **ABSTRACT**

Oktafiana Puji Astuti, *Business Administration Study Program, Yudharta University, August 2023. Building Brand Love Through Digital Sensory Marketing: Mediated By Brand Experience (Study on J.CO Donuts & Coffee Consumers).*

*The purpose of this study was to determine how much influence brand love (X1) and brand experience (X2) had on digital sensory marketing (Y). This study uses an explanatory research approach with quantitative methods. The data collection for this research was by distributing questionnaires or questionnaires to 115 respondents. The data analysis technique uses SPSS version 17, in which the data will be processed, described and discussed to answer and prove the hypotheses proposed. The results of this study are as follows: (1). Brand Love (X1) has a positive and significant effect on brand experience (X2). (2). Brand love (X1) has no positive effect on digital sensory marketing (Y). (3). Brand experience has a positive and significant effect on digital sensory marketing (Y).*

*Keywords : Brand Love, Brand experience, Digital Sensory Marketing.*

