

ABSTRACT

This study aims to test and provide empirical evidence regarding the effect of Brand Experience Against Customer Loyalty. This research is motivated by the fact that the experience of consumer perception of the Sang Pisang Brand affects consumer loyalty. The research method used is an empirical method with a descriptive and verification approach, because there are variables that will be explained and analyzed how much influence these variables have. Data collection is done through the distribution of questionnaires that have been tested for validity and reliability. This research was conducted to consumers of the Banana with a sample of 100 respondents. Statistical data analysis using simple linear regression analysis. The results showed that brand experience had a significant effect on customer loyalty. The better the brand experience, the higher the level of customer loyalty. The magnitude of the influence of brand experience on customer loyalty is 72.4%.

Keywords: *brand Experience, Customer Loyalty.*