

ABSTRACT

Shoe consumers in Jakarta are faced with various choices and reasons to choose the right shoe product according to their choice. It is known that low brand experience causes loyalty to Converse shoe products. This study aims to analyze the effect of product experience and customer satisfaction on consumer loyalty to Converse brand shoes. The research sample used was 190 respondents including Converse shoes users in RW 02 Pesanggrahan by using a non-probability sampling method with convenience sampling technique with a quantitative method approach to test hypotheses using Structural Equation Models (SEM). Based on the analysis of research data using SEM and discussion, the results of the analysis can be concluded as follows: (1) The effect of brand experience on consumer satisfaction has a positive and significant effect. That is, the higher the brand experience of the Converse branded shoe consumer, the higher the consumer satisfaction. (2) The Effect of Consumer Satisfaction on Consumer Loyalty has a positive and significant effect. That is, the higher the consumer satisfaction of Converse brand shoes, the higher the customer loyalty. (3) The effect of brand experience on consumer loyalty has a positive and significant effect. That is, the higher the experience that consumers have of Converse brand shoes, the higher the customer loyalty will be. (4) The effect of brand experience on consumer loyalty through customer satisfaction has a positive and significant effect. That is, the better the experience and satisfaction that consumers have with Converse brand shoes, the higher the level of consumer loyalty.

Keywords : brand experience, customer satisfaction, customer loyalty.