

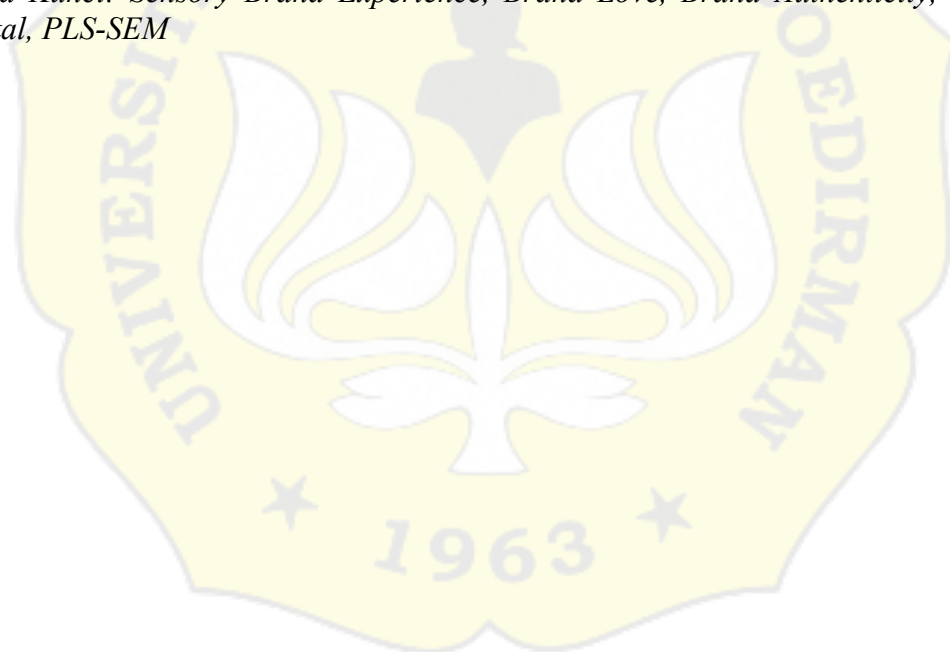
ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh *sensory brand experience* terhadap *brand love* pada pelanggan kafe lokal di Purwokerto, dengan menguji *brand authenticity* sebagai variabel pemediasi. Studi kuantitatif ini menggunakan data primer dari 137 responden yang dianalisis melalui pendekatan *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

Temuan utama mengindikasikan bahwa *sensory brand experience* tidak secara langsung membentuk *brand love*. Pengaruh tersebut baru terwujud melalui jalur tidak langsung; *sensory brand experience* terbukti menjadi anteseden signifikan bagi terbentuknya *brand authenticity*. Selanjutnya, *brand authenticity* inilah yang secara positif dan signifikan mendorong terciptanya *brand love*.

Dengan demikian, penelitian ini mengonfirmasi bahwa *brand authenticity* memegang peranan sebagai mediator penuh (*full mediation*). Pengalaman sensorik yang dirasakan konsumen hanya dapat bertransformasi menjadi *brand love* apabila pengalaman tersebut berhasil membangun persepsi keaslian merek yang kuat.

Kata Kunci: Sensory Brand Experience, Brand Love, Brand Authenticity, Kafe Lokal, PLS-SEM



ABSTRACT

This research aims to analyze the influence of sensory brand experience on brand love among local café patrons in Purwokerto, examining brand authenticity as a mediating variable. Employing a quantitative approach, the study analyzed primary data from 137 respondents using Partial Least Squares Structural Equation Modeling (PLS-SEM).

A key finding reveals that sensory brand experience does not exert a direct significant influence on brand love. Instead, its impact is channeled indirectly. The study demonstrates that sensory brand experience is a significant antecedent to brand authenticity. Subsequently, it is this perceived authenticity that positively and significantly fosters brand love.

This study, therefore, confirms brand authenticity's function as a full mediator in the proposed model. The sensory stimuli that customers encounter can only be transformed into genuine brand love once a strong perception of the brand's authenticity has been established.

Keywords: Sensory Brand Experience, Brand Love, Brand Authenticity, Local Café, PLS-SEM

