

# Pengaruh Pemasaran Sensorik dan Brand Experience Terhadap Brand Loyalty Pada Industri Jam Tangan Mewah = The Influence of Sensory Marketing and Brand Experience Towards Brand Loyalty in Luxury Watchmaking

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## Abstrak

Penelitian ini mengkaji dampak indikator sensory marketing dan brand experience terhadap emotional attachment, customer commitment, dan brand loyalty dalam industri jam tangan mewah. Penelitian ini dilakukan dengan melibatkan 323 konsumen Indonesia yang membeli jam tangan mewah, dan menunjukkan adanya hubungan signifikan antara indikator sensory marketing, brand experience, emotional attachment, customer commitment, dan brand loyalty. Namun, pengaruh store image ditemukan tidak signifikan dalam memoderasi hubungan antara indikator sensory marketing, brand experience, dan emotional attachment. Penemuan ini menekankan pentingnya indikator sensory marketing dan brand experience dalam membentuk emotional attachment dan customer commitment yang pada akhirnya mempengaruhi brand loyalty. Hasil dari penelitian ini memberikan wawasan berharga bagi produsen dan distributor jam tangan mewah di Indonesia untuk meningkatkan brand loyalty daripada pelanggan melalui strategi pemasaran yang efektif dan pengalaman ritel yang optimal. Namun, perlu diwaspadai dalam menggeneralisasi implikasi ini ke negara atau industri lain. Selain itu, penelitian ini juga memberikan kontribusi pada literatur tentang brand loyalty, khususnya dalam industri jam tangan mewah, dengan mengatasi tantangan yang ditimbulkan oleh produk substitusi seperti smartwatch maupun oleh pesaing yang bergerak di segmentasi jam tangan mewah itu sendiri. Penelitian ini memberikan panduan untuk mempertahankan brand loyalty di tengah persaingan yang semakin ketat antar brand, maupun dalam menghadapi ancaman dari produk substitusi.

.....This research examines the impact of sensory marketing cues and brand experience on emotional attachment, customer commitment, and brand loyalty in the luxury wristwatch industry. The study, conducted with 323 Indonesian consumers who purchased luxury wristwatches, reveals significant associations among sensory marketing cues, brand experience, emotional attachment, customer commitment, and brand loyalty. However, the effect of store image was found to be insignificant in moderating the connections between sensory marketing cues, brand experience, and emotional attachment. These findings highlight the importance of sensory marketing cues and brand experience in fostering emotional attachment and customer commitment, ultimately leading to brand loyalty. The results provide valuable insights for luxury wristwatch manufacturers and distributors in Indonesia to enhance customer loyalty through effective marketing strategies and optimized retail experiences. However, caution must be exercised in generalizing these implications to other countries or industries. Additionally, this study contributes to the literature on brand loyalty, particularly in the luxury wristwatch industry, by addressing the challenges posed by emerging substitutes such as advanced smartwatches and offering guidance on maintaining brand loyalty amidst increasing competition.