

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *islamic branding*, *green marketing*, dan *experiential marketing* terhadap loyalitas konsumen dengan *perceived value* sebagai *intervening*. Penelitian ini merupakan penelitian eksplanatori (*explanatory research*). Populasi yang digunakan dalam penelitian ini adalah konsumen UMKM makanan dan minuman di Kabupaten Jember dengan menggunakan metode *non-probability sampling*. Penelitian ini menentukan sampel sebanyak 180 responden. Pengolahan data pada penelitian ini menggunakan SEM berbasis *Variance* atau *Partial Least Square* (SEM-PLS) dengan program SEM PLS Warp-PLS 7.0. Hasil penelitian menyatakan bahwa *islamic branding*, *green marketing*, dan *experiential marketing* berpengaruh signifikan terhadap *perceived value*. *Green marketing* dan *experiential marketing* berpengaruh signifikan terhadap loyalitas konsumen. *Islamic branding* tidak berpengaruh signifikan terhadap loyalitas konsumen. Nilai yang dirasakan berpengaruh signifikan terhadap loyalitas konsumen. *Islamic branding* dan *experiential marketing* berpengaruh signifikan terhadap loyalitas konsumen yang dimediasi oleh *perceived value*. *Green marketing* tidak berpengaruh signifikan terhadap loyalitas konsumen yang dimediasi oleh *perceived value*.

Kata Kunci: *islamic branding*, *green marketing*, *experiential marketing*, *perceived value*, dan loyalitas konsumen

ABSTRACT

This research aims to examine the effect of islamic branding, green marketing, and experiential marketing on consumer loyalty with perceived value as an intervening. This research is explanatory research. The population used in this research is MSME food and beverage consumers in Jember Regency using a non-probability sampling method. This research determined a sample of 180 respondents. Data processing in this research uses Variance-based SEM or Partial Least Square (SEM-PLS) with the Warp-PLS 7.0 SEM PLS program. Results of the research state that islamic branding, green marketing, and experiential marketing has significant effect on the perceived value. Green marketing and experiential marketing has significant effect on the consumer loyalty. Islamic branding has insignificant effect on the consumer loyalty. Perceived value has significant effect on the consumer loyalty. Islamic branding and experiential marketing has significant effect on the consumer loyalty, mediated by perceived value. Green marketing has insignificant effect on the consumer loyalty, mediated by perceived value.

Keywords: islamic branding, green marketing, experiential marketing, perceived value, and consumer loyalty

