***ABSTRACT***

Stefanny / 24150299 / 2019 / The Effect of Brand Memorable Experience and Brand Distinctiveness on Brand Loyalty ofPizza Hutin Kelapa Gading*,* NorthJakarta / *Advisor*: Ir. Dergibson Siagian, M.M.

In nowadays, business of food and beverage are growing so fast. In this time, customers are faced with various alternatives to choosing the restaurant that suits with their wants and needs. The changes of society behavior that increasingly leads to various practical things to become a separate phenomena for business of food in the world. This is utilized by Pizza Hut to develop their business. One way to build the brand loyalty is by building a sense of brand attachment through the characteristics possessed by a brand and how a brand provides an unforgettable experience for consumers. Related to this, the author is interested in conducting a research aimed at knowing the effect of brand memorable experience and brand distinctiveness on brand loyalty of Pizza Hut in Kelapa Gading, North Jakarta.

The theories used to be support this search are the definitions of brand memorable experience, definitions of brand, brand distinctiveness and brand loyalty. Also supported by theories about the effect of brand memorable experience on brand loyalty and brand distinctiveness on brand loyalty.

This research is quantitative research. The object in this study is Pizza Hut, where the sample will be taken as many as 116 respondents using non-probability sampling technique, namely judgment sampling. Subjects in this study were consumers who were loyal to the brand of Pizza Hut in Kelapa Gading, North Jakarta. Data collection techniques are questionnaires. Data analysis techniques used were validity test, reliability test, descriptive variable test, normality test, homoskedasticity test, multicollinearity test, F test, t test, and determination coefficient test.

The result of this research indicates that brand memorable experience has a direct and significant positive effect on brand loyalty, and brand distinctiveness has ad direct and significant positive effect on brand loyalty. Research also shows that respondents rates agree on brand memorable experience and brand loyalty, rates very agree on brand distinctiveness.

The conclusion of this research is shown that all the hypothesis used has positive and significant direct impact.

Keywords : Brand Memorable Experience, Brand Dsitinctiveness, Brand Loyalty, Pizza Hut