

## Enhancing Brand Loyalty: From Sensorial Experience to Affective Experience

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### Abstract

This research discusses a café in Makassar city called Pyur For You café, which provides an exciting experience to its consumers. This research analyzes how brand loyalty can form through sensory experience and affective experience. This research is a qualitative case study with informants from Pyur For You café consumers selected randomly and met directly in the café area. This research involved three consumers who have come to the café repeatedly and recommended the café to their relatives. From the findings of this research, consumers of Pyur For You cafe have received a sensory experience in the cafe area through their sight, smell, taste, and hearing. After receiving a sensory experience, it successfully forms a compelling consumer experience. Sensory experience and affective experience then become variables that help to increase brand loyalty. However, its application can still be maximized again.

**Keywords:** affective experience; branding; brand loyalty; customer relations; sensory experience

### Introduction

In today's fast-paced and highly competitive business world, brands constantly seek new ways to differentiate themselves from competitors and build long-term customer relationships. These long-term relationships will drive competitive advantage and create brand loyalty (Fernandes & Moreira, 2019a). The origins of brand loyalty begin with the first purchase of a product or service, and then the first purchase develops based on the quality perceived by consumers of the product. Furthermore, being an emotional construct, brand loyalty is primarily driven by how a person feels about the product and the quality they receive (Shanahan et al., 2019). Brand loyalty is identified as a positive consumer response to a brand after the consumer buys the

brand's products and feels happy with the benefits provided by the brand. Generally, brand loyalty is acquired when customers are satisfied with the quality of the products or services, they receive (Chaudhuri & Holbrook, 2001; Shanahan et al., 2019). Brand loyalty can also be obtained when consumers feel connected to a brand, including functional or symbolic relationships (Fernandes & Moreira, 2019a). Functional relationships are generally related to the objective benefits and characteristics inherent in brand attributes. In contrast, symbolic relationships refer to fulfilling consumers' higher-level needs that engage them in more memorable ways. Furthermore, consumers can decide to buy a product because it can provide them with unique value that cannot be imitated by other

products (Tsay-Vogel et al., 2018). When consumers return for the same products, they begin to believe that each product produced by a particular brand contains unique qualities that no other brand can provide.

Creating a more memorable experience for consumers to build closer relationships requires creative strategies. Moreover, today's society tends to have a greater interest in products that are unique, personalized, and have an authentic experience. Sensory experience has emerged as an engaging and influential approach to creating stronger consumer relationships. The combination of different multi-sensory cues together can have a powerful impact and result in better company performance (Grębosz & Wrońska, 2013). Through the human sensory system, such as sight, smell, touch, taste, and hearing, consumers will receive many stimuli (Kodžoman et al., 2023). In today's commercial activities, consumers generally look for experiences that are useful, memorable, and enjoyable. Sensorial experience is based on the concept that consumers can form, discover, and memorize a brand when all five senses are involved in an activity (Isaac et al., 2023). Sensorial experience is also included in marketing strategies that involve consumers' senses and influence their behavior (Krishna, 2013a). Moreover, human senses are connections between humans and memory that can utilize emotions and our entire understanding of the world's knowledge through the five senses (Isaac et al., 2023).

After that, the appropriate sensorial experience can lead to a stronger relational bond with a brand. The relational bond is an affective experience, which is the consumer's feelings and emotions towards the brand due to the appeal of the brand. Affective experiences range from positive consumer moods associated with the brand to intense emotions of joy and pride (Iman Khalid A-Qader et al., 2016). In psychological theory, sensory input plays an essential role in forming affective experiences, in addition to serving as a trigger for changes in valence or arousal (Satpute et al., 2015). Some studies show that today's consumers tend to seek and consume brands that provide emotional experiences rather than those that only offer products and services (Iman Khalid A-Qader et al., 2016). Affective experience is also defined as the customer's perception of pleasure that will lead to a good

relationship with consumers of an affective or emotional nature (Efendić et al., 2020). When companies manage to not only satisfy specific needs but also create pleasant interactions, it will lead consumers to remain loyal, even when mistakes occur (Iman Khalid A-Qader et al., 2016). Therefore, a brand will try to provide and induce positive experiences in each component. This is because the more satisfied the customer is with the brand, the more it will create a compelling brand experience that includes the consumer's mood, emotions, and feelings of pleasure towards the brand. Customers' moods, emotions, and feelings towards the brand will positively affect the continuity of the brand and its service quality. Consumers' strong emotions and feelings for the brand will be obvious when consumers are happy with the brand, and affect their emotions. In addition, the higher the brand's appeal to consumers' inner feelings and emotions, the stronger the emotions of joy and pride develop (Lee & Chang, 2012). As a result, a positive brand experience will be the main element that emerges when consumers recall memories associated with the brand and then influence the loyalty formation process.

This study will focus on a café in Makassar City that is famous among young people and has three branches less than three years after its inauguration. In the café, consumers can enjoy the five senses experience starting from when they enter the café area, place an order, and enjoy the dishes and activities carried out in the café area. This café is not only used as a place to sit and relax or chat while eating, but generally, consumers come to socialize with other consumers and as a place for expression. Socialization between consumers eventually forms a more profound bond because of the high intensity of their meetings in the café area to establish a stronger emotional bond. In addition, the amount of bonding between consumers is based on the same passion and pleasure of the sensorial experience applied by the café.

This sector was chosen for research because it is one of the sectors that has considerable growth in Makassar City. Based on data released by the Makassar Central Bureau of Statistics, the number of cafes and restaurants in Makassar City has increased significantly from 2019 to 2022. In 2019, there were 187 cafes and restaurants; the figure increased rapidly by 810% in 2022 to 1,705

cafes and restaurants (Yafendi et al., 2023). In addition, consumer eating habits continue to evolve every day due to more free time, and the out-of-home food consumption experience expects to meet customer needs more than ever (Isaac et al., 2023). A café is generally faced with the obligation to attract more customers, develop loyalty, and at the same time still have something unique to sell to differentiate it from competitors. The challenge lies in the extent to which the café understands the needs and expectations of its customers while it remains profitable. Therefore, cafes expect to provide the best products and services and deliver them in a way that will meet the needs of consumers to achieve high-performance standards.

The effectiveness of sensorial experience in a business still needs to be clarified because its implementation depends on various issues that are interrelated with the company's success. Although many studies on brand loyalty have been conducted, only a few of them have shown how sensorial experience and affective experience will increase brand loyalty. Therefore, further research is needed to understand how to build brand loyalty through sensorial experience and affective experience, as a knowledge of this topic still needs to be clarified theoretically and empirically. Despite the increasing interest and recognition of the topic, there is still a need for rigorous studies that dissect the various mechanisms underlying such brand loyalty. As its elaboration in the literature is still nascent and relatively understudied, this article aims to explore cafés that implement sensorial experience and affective experience to increase brand loyalty to address this gap successfully. These topics require more research to realize their potential as strategic branding and marketing strategies. Understanding the complex points between sensorial experience and affective experience has become essential for companies seeking long-term success and brand loyalty in a rapidly changing market. The results of this study can also be used as a guideline for future business owners, researchers, and academics in explaining the power of sensorial experience towards achieving brand loyalty.

### **Theoretical Framework**

Experiential Marketing is a marketing activity that views consumers as rational and emotional humans who supervise pleasant experiences (Schmitt, 1999). Five types of

experiences are sensory experiences (senses); affective experiences (feeling); creative cognitive experiences (thinking); physical experience, behavior, and lifestyle (acting); and the experience of social identity resulting from contact with a reference or cultural (relate) group (Schmitt, 1999). This research will use two types of experience, scilicet sensory experience and affective experience, to increase brand loyalty.

Sensory experience is the concept that consumers can create, discover, and memorize brands when all five senses are involved in an activity (Isaac et al., 2023). Sensory experiences are obtained through sight, sound, touch, taste, and aroma (Satpute et al., 2015). Meanwhile, affective experience is a marketing appeal through the customer's inner feelings and emotions to create an affective experience that will touch the mood to create a positive consumer response to the brand (Schmitt, 1999). This positive response is related to strong emotions, joy, and pride towards the brand.

Brand loyalty is a consumer's commitment to repeat purchases and promote products or services from a brand (Song et al., 2019). Brand loyalty can also often make consumers buy brands they like and refuse to switch to other brands (Ahrholdt et al., 2019). Apart from that, brand loyalty will also give consumers a better impression of a particular brand compared to other competitors and can influence their decision-making process to buy the same product (Punniyamoorthy & Prasanna Mohan Raj, 2007).

### **Material and Methodology**

By considering the conceptual background of sensorial experience, affective experience, and brand loyalty, this research aims to study how brand loyalty can be formed by applying sensory experience and affective experience in a café. The author analyzes the process of implementing sensorial experience and identifies its attributes and objectives. The author also analyzes the emotional relationships which are built due to affective experiences and ultimately can achieve brand loyalty.

In this research, the author analyzes cafes that implement sensorial experiences. The author begins the analysis by discussing first, the process of implementing sensorial experience; second, the emotional bonds between consumers who have experienced

sensorial experience and affective experience; and third, their loyalty to the brand. This research is based on a case study of the Pyur For You cafe in Makassar City. This research focuses on how Pyur For You cafe implements the right sensorial and affective experience so that it can open three branches in less than three years, and the majority of its consumers have close ties with each other.

This research design is based on a qualitative method with a case study approach to make it suitable for understanding this phenomenon in depth from the consumer perspective. Qualitative research is a method for exploring and understanding social or humanitarian problems originating from individuals or groups of people. Meanwhile, the case study approach is an exploration of a bound system or case that, over time, goes through in-depth data collection and involves various sources of information. A case study research design was also used so other brands could better study this phenomenon. Inductive reasoning was used to develop this research. A comprehensive literature review was conducted to identify critical gaps and discussion based on qualitative findings.

This research took place in August 2023, starting with field observations and then contacting stakeholders from the Pyur For You cafe so that researchers could interview consumers. Next, researchers conducted in-depth interviews with informants who were cafe consumers that they met directly in the cafe area, with the following criteria: (1) Having visited Pyur For You cafe more than three times; (2) Having recommended Pyur For You cafe to other people; (3) Having feelings of joy and pride in the brand.

## **Result and Discussion**

Improving consumer experience is considered an appropriate branding and marketing strategy to bring consumer satisfaction and loyalty. Therefore, every brand tries to provide a unique and exciting experience to its consumers. After conducting an in-depth interview with consumers, the author found that the Pyur For You cafe also provides an exciting experience for consumers in the cafe area. The interview was conducted to consumers that the author met directly in the cafe area. The consumers are identified by their initials AM, HA, and NM. The three are among consumers who have visited the Pyur For You

cafe more than three times, have new friendships with other cafe consumers, and have recommended the Pyur For You cafe to others.

Amid today's tight business competition, a brand needs to focus on more than just entertaining consumers but also involving them in all its activities. Experiential marketing is a marketing activity that involves sensory, affective, cognitive, physical, and social identity experiences (Lee & Jan, 2019). Based on interviews with the three informants above, they enjoyed the exciting experiences they had in the cafe area. This enjoyable experience is delivered through five sensory experiences with stimuli from sight, smell, taste, and hearing.

Most marketing efforts are oriented toward visuals because they play an essential role, such as visuals in color, patterns, shapes, and symbols (Jiang, 2022). AM, one of the informants, explained that one of the attractions of the Pyur For You cafe lies in the cafe's visuals, which infuse various kinds of images, patterns, shapes, and symbols. The detachable pictures from the outside area of the cafe attract attention and arouse curiosity when you first see them. AM added that these images convey a creative and innovative impression because they comprise a composition of colors, lines, shapes, and volumes created into an aesthetic work. HA also expressed the same thing, and said that he decided to come to the Pyur For You cafe for the first time because he saw its visual appeal. HA considers that the pictures on almost all sides of the cafe are a form of freedom of expression. Differences in sensation and perception will often appear in the sense of sight; even visual cues can be interpreted differently in various cultures (Sagha et al., 2022).

Apart from the attractive graffiti images that cover the cafe walls, consumers can also experience the five senses through the colorful neon lights that illuminate the cafe area. There are also some pictures on the walls that use glow-in-the-dark paint, which can attract consumers' attention. Color is an essential factor in visual appearance and brand recognition because it expresses social identity, emotions, attitudes, personal identity, self-image, and taste (Kodžoman et al., 2022). NM explained that the atmosphere of Pyur For You cafe at night will be very different from the daylight because of the colorful neon lights. During the daylight, the cafe looks more or less

the same as a café in general, but at night, the atmosphere of the café changes to resemble a nightclub because it uses minimal lighting and furnishings with colorful neon lights. NM admitted he was pleased with the experience because it brought a different sensation. Color is crucial in creating attraction (Kodžoman et al., 2022). It is based on visual sensory cues that can increase emotions, experiences, and willingness to consume products (Sagha et al., 2022).

The sense of sight is responsible for 90% of the stimulus. Therefore, advertising generally targets the sense of sight to attract consumers' attention (Flavián et al., 2019). Apart from the attractive pictures that fill the walls and colorful neon lights, NM added that the appeal of the Pyur For You café is because the café often holds activities that consumers can participate in. One of the activities that NM has participated in is the 'Glow in The Dark' event. In this activity, the café provides an area for face painting, which consumers can use. The paint on their faces was also glow-in-the-dark, so the pictures on their bodies would appear to glow in the middle of the slightly dark café. From the activities experienced by consumers, it can be clear that the café participates in involving consumers in exciting activities, and this is a significant consideration for consumers to come back to the Pyur For You café and recommend the café to their friends. Significant activity involvement consumers feel will influence satisfaction directly and loyalty intentions indirectly (Lee & Chang, 2012).

Every day, individuals encounter and process many scents through the sense of smell (Krishna, 2013b). Such dynamic scents will generally bring consumer emotions, affective experiences, and a greater willingness to buy (Sagha et al., 2022). The stimulation through the sense of smell can also be found in the Pyur For You café area. AM explained that the café has a distinctive aroma which is different from cafés. The aroma does not come from the food or drinks served but from the air freshener deliberately installed by the café. AM added that the scent is so distinctive that he once recognized it when he found it in another place. This is because aroma is directly related to experiences and emotions felt, so the potential to connect aroma with emotions is more remarkable than other senses (Krishna, 2013b). Although, in general, people do not pay much

attention to the scents around them, scents are complex to avoid and have the potential to influence a person in a subtle but powerful way (Spears & Yazdanparast, 2014). HA also has a similar opinion, and said that the aroma of air freshener used in the café area often brings him memories of when he was in Pyur For You café. However, according to HA, this can only be felt by consumers who often come to Pyur For You café and are familiar with the aroma. It happens because aromas can produce affective reactions related to memory. After all, they are directly processed in the limbic system of the brain, which is the center of emotion and memory (Kodžoman et al., 2023).

Based on the information from the informants above, it is found that Pyur For You café can utilize the properties of aroma effectively, both in terms of cost and efficiency. Moreover, of all the senses, smell is the only one that has a direct connection to the brain (Isaac et al., 2023). Café Pyur For You chose the right scent to use in the café area so that the distinctive scent can be stored in consumers' memory and provide a richer multi-sensory experience. The scents trigger certain parts of the brain to create emotions and memories. This is because the human nose is used to identify and remember as many as 10,000 scents and generate emotions as much as 75 percent based on what we smell (Isaac et al., 2023). This development of scent can allow brands to introduce scent into the functionality of their design to access the emotional connection between scent and memory (Álvarez-Pato et al., 2020), as long as brands know how their consumers behave to ensure good perception and positive impact.

#### Taste

Research shows that people can taste five primary flavors: bitter, sour, savory, salty, and sweet (Moreira et al., 2017). Through taste, brand experiences can be created by combining all the different senses and can bring emotions that can change the mood and consumer perception of the brand (Isaac et al., 2023). Café Pyur For You, as a business engaged in the culinary industry, also tries to satisfy the senses of taste and consumer preferences. NM said that the food and drinks served at café Pyur For You are very delicious even though the prices are affordable. In addition, Pyur For You café also has a diverse menu. NM said that food taste can also create certain emotions triggered by the context that occurs when he enjoys food.

For example, the food he enjoys when hanging out with his friends in the café area will differ from that at home. This is triggered because different eating places can cause different emotions (Hoppu et al., 2020). Food enjoyed in restaurants, cafes, and street food can provide a variety of different stimuli and can affect perception.

Using sensory strategies through taste is very important to introduce in the culinary sector due to its tangible characteristics (Isaac et al., 2023). The sense of taste has an essential meaning in the culinary industry because it can be utilized by brands to create a good image. It can be decisive in the culinary industry because consumers are likelier to buy products they have tasted and liked (Moreira et al., 2017).

#### Hearing

The auditory sense is prone to selective perception, and its stimuli are easy to shape (Flavián et al., 2019). Shaping can be through music, as music increases consumer evaluation, especially when consistent with consumer expectations (Cowan & Ketron, 2019). The power of music can contextualize different behaviors and support emotional states and attitudes (Brochado et al., 2021). Café Pyur For You also uses music as a means to provide more sensory experiences to consumers. HA said that consumers visiting Pyur For You café usually want to enjoy live music. Primarily because the café provides live music and karaoke activities alternately every day, HA said that the atmosphere is very comfortable for young people, especially as a place to have fun. Music also aims to put consumers in a state of mind that matches the product offered, thereby influencing consumers' physiological responses through clarity and volume, as well as increasing cognitive and emotional engagement through tone, brand fit, and attention (Cowan & Ketron, 2019).

In addition, AM explained that the mood he felt in the café would depend on the music playing. Moreover, the live music and karaoke activities at Pyur For You café are the main attraction for consumers because they can enjoy a unique and exciting ambiance. Through these activities, AM also claimed to be happy because they can be directly involved in activities in the café area, such as singing together and having fun. A good strategy considers how customers react to feelings when music and sound are present (Xie et al., 2017). Especially because music can create an

unforgettable experience, some companies also choose suitable music to promote their brand identity and influence the mood and buying habits of their consumers (Isaac et al., 2023). Music conveyed through the sense of hearing can also form an affective state. These states classify emotions as joy, nostalgia, tension, or strength (Vuilleumier & Trost, 2015). Music can also provide rich cognitive, sensory, and motor experiences with effective, solid, and motivational components (Vuilleumier & Trost, 2015). Therefore, beyond feelings of pleasure or sadness, music tends to evoke complex emotions such as transcendence or nostalgia.

In addition to live music and karaoke together, NM said that he was pleased when a live DJ locked up. Live DJ is also routinely carried out by café Pyur For You every week. Another attraction of café Pyur For You is the atmosphere that resembles a nightclub but can revel in at an affordable price. The presence of live DJs every weekend will make the café atmosphere more like a nightclub, mainly because it provides striking pictures on the walls and colorful neon lights. This is what makes Pyur For You café a choice among young people. Associating music with the message is an excellent way to make consumers remember the brand because it will impact behavior and sales (Fernandes & Moreira, 2019b). When the sound is directly related to the product, consumers may interpret it as a sign of quality or familiarity with the brand.

After consumers receive sensorial experience stimuli that match their preferences, it will lead to an affective experience. The affective experience will generate positive emotions and feelings about the brand (Lee & Jan, 2019). These emotions come from contact and interaction between consumers and brands. AM said that because of the high intensity he came to Pyur For You café, he had his own emotions towards the café. The emotion in question is positive feelings towards the brand regarding comfort or pleasure towards the product, service, and the brand itself. AM also said he often recommends Pyur For You café to his friends with the same preferences. So it can be said that Pyur For You café succeeds in stimulating psychological responses among its consumers and involves emotional experiences and behaviors, mainly because emotional responses include dimensions of arousal, pleasure, and dominance (Lee & Jan, 2019).

This affective experience is an essential step in achieving brand loyalty because it can turn a sensory experience into an emotion. When consumers feel a strong emotional connection with a brand, it can be categorized as achieving compelling experiences (Smalley et al., 2023). NM added that the strong emotional connection he feels with Pyur For You café also impacts his behavior; for example, he often unconsciously shares information about the café on his social media. He does this because he wants to share his feelings of excitement and enthusiasm for the brand so that other people can be interested in the brand and feel the enthusiasm he feels. In addition, HA added that he has a huge desire to participate in every activity carried out by Pyur For You café and sometimes even prioritizes activities at the café rather than elsewhere. This aligns with other explanations regarding affective experiences, which can cause consumers to reflect and change their behavior (Smalley et al., 2023).

Then, when the presence of the brand has been able to influence the state, feelings, and emotions of consumers through affective experiences, it can be explored further regarding its influence on brand loyalty. Moreover, finding factors that influence brand loyalty is now becoming more critical due to increasingly competitive business competition. In this case, consumer emotions and feelings act as antecedents of brand loyalty because they have aroused greater interest and centered on the experiences that consumers get. There is a theory about the emotional attachment of consumers and brands, including feelings of love and respect for brands, called the love marks theory (Song et al., 2019). It is similar to what AM feels in that he tends to love, protect, and support Pyur For You café entirely based on solid trust. As a deep emotional connection between consumers and brands, the concept of love marks usually focuses on consumers' long-term positive emotions towards a brand or repeat purchase (Song et al., 2019). This can lead to long-term results in the form of loyalty or short-term results in temporary increases in consumption (Cho & Fiore, 2015).

To maximize consumer loyalty and make the relationship between consumers and brands more stable and long-term, Pyur For You café often makes activities in collaboration with the community. These communities include street art, skateboarding, stand-up comedy, and

scooter communities. In these activities, Pyur For You café often involves members of the community in the form of cooperation. NM, a member of the street art community, said that Pyur For You café often calls its community members to participate in live painting activities held in the café area. Moreover, because the walls of the café filled with pictures, this activity has become a routine agenda for the street art community to participate in drawing on the café walls during the activity. This is an effort made by the café to create a closer relationship with consumers and to achieve loyalty.

Brand loyalty should include consumers' positive attitudes toward the brand and positive purchasing behaviour as well (Song et al., 2019). In addition, brand loyalty is also connected to consumers' repeated purchase behaviour over time with positive emotional, evaluative, and behavioural tendencies towards the brand. HA said that he visits Pyur For You café very often. Even in a week, he will visit the café at least twice. The repeated visits have happened for approximately four months since HA first learned about Pyur For You café. HA also added that many of his friends also come to the café because they are curious about HA's reason for coming to the café every week. Moreover, HA often uploads on Instagram Story every activity he does in the café area.

Not only that, but NM also claimed to visit Pyur For You café very often. Moreover, his community friends often use the café as a meeting or gathering place. NM also admitted that he takes his time, at least once a week, to come to Pyur For You café to unwind or socialize with his friends. Similarly, AM, although he has only known Pyur For You café in the past month, he has visited the café seven times since his first visit. AM said he found a place with a concept like this, making him return to the café. Moreover, some activities are held routinely.

Brand loyalty is indeed interrelated with a commitment to repeat purchases and promote products or services from a brand (Song et al., 2019). Brand loyalty also often leads consumers to buy brands and refuse to switch to other brands (Ahrholdt et al., 2019). In addition, brand loyalty will also give consumers a better impression of certain brands than other competitors and can influence consumers' decision-making process to buy the same product (Punniyamoorthy & Prasanna Mohan

Raj, 2007). Brand loyalty can also be a planned response to a product due to a favourable brand perception (Shanahan et al., 2019). Therefore, brands often try to engage with consumers in the pre or post-purchase process so that consumers can indirectly decide to repurchase the product because of a close relationship with the brand (Chaudhuri & Holbrook, 2001). This underlies Pyur For You café to build deeper consumer relationships by working with communities. As a result, when brands can build relationships with their consumers and customer engagement increases, then along with that, their loyalty will also increase.

Consumer behavior tends to change over time. Nowadays, consumers want to have unique experiences that they cannot enjoy anywhere else (Cachero-Martínez & Vázquez-Casielles, 2021). Therefore, by providing many experiences and fun to consumers, it can also increase the added value of the brand in the eyes of consumers. This has begun to be realized by several brands regarding the need to create value for their consumers by providing experiences and emotions (Hwang & Choi, 2020). Pyur For You café consumers have given their loyalty to the brand because it has succeeded in building relationships with its consumers and providing satisfaction according to what they expect. Moreover, customer experience is an essential variable in building brand loyalty (Ozdemir et al., 2020).

### Conclusions

Pyur For You café consumers have received various stimuli and stimuli from the brand through the experience of the five senses. The café provides this experience through sight, smell, taste, and hearing. The attractiveness of the experience that the café is trying to give its consumers can be seen and felt by consumers since they are outside the café area, entering the café area, and doing activities there. The stimulation is delivered through exciting pictures on the walls of the café, the distinctive aroma felt in the café area, and the taste of food and drinks that are evocative and come from the music played continuously. In addition, consumers also feel involved with the brand through activities that are interesting and can be participated in by them. Each individual then processes the various stimuli obtained by consumers in giving meaning and perception. In the process of giving meaning, perception, and judgment, it succeeds in producing emotion

in the form of feelings of pleasure, sadness, pride, and others because there has been direct physical contact, and there is a pleasure match between consumers and brands. Then, based on the suitability obtained, consumers enter the affective experience stage, when the experience they get in the café area has a greater meaning. This affective experience will affect the state, emotions, and feelings of consumers. This happens because there is a close relationship that is built successfully between brands and consumers. The relationship built between consumers and brands is also maintained by continuing to provide excitement, fun, relaxation, and enjoyment. Thus, a deep and long-lasting relationship is formed between consumers and brands, leading to brand loyalty. The formation of loyalty in Pyur For You café consumers is detectable when consumers do not hesitate to recommend the brand to their relations. In addition, the majority of consumers will also revisit Pyur For You café after their first visit because they are satisfied with the service and experience provided. This loyalty will last for a long time if the brand continues to maintain the quality of its products and services, and keeps providing exciting activities that consumers can enjoy.

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