

## ***ABSTRACT***

This research was conducted to see how far the loyalty of consumers especially in the area of Palembang to product accu maintenance free. The selected population in this research is the consumer, be it direct or indirect user workshops 4-wheeled vehicle repair in Palembang. This research using SPSS program version 18.0. As for the technique of determination of the sample is to do the division questionnaires to respondents. Methods a questionnaire was used to find out more what are factors which aspects influenced the brand loyalty on products accu maintenance free so decided to remain faithful to use GS battery maintenance free. A questionnaire spread out as much as 100 questionnaires. Where this research aims to analyze the opinions or perceptions regarding how to create experiences through the five senses (sense), creating affective experiences (feel), creating the experience of thinking creatively (think), creating a customer experience that is associated with the body physically, with behavior and lifestyle, as well as with those experiences as a result of interactions with other people (act), as well as creating experiences that connect with the social, lifestyle, and culture that can reflect the brand which is the development of sensations, cognitions and actions (relate).

**Keywords: Price, Sense, Feel, Think, Act, Relate, Customer's Brand Loyalty.**