

**PENGARUH *EXPERIENTIAL MARKETTING* DAN KEPUASAN PELANGGAN  
TERHADAP LOYALITAS PELANGGAN  
PADA KEDAI COFFE CULTURE**

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *experiential marketing* terhadap terciptanya loyalitas pelanggan kedai Coffe Culture dan untuk mengetahui dan menganalisis pengaruh kepuasan pelanggan terhadap terciptanya loyalitas pelanggan kedai Coffe Culture. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi semua konsumen pelanggan kedai Coffe Culture dengan sampel penelitian sebanyak 100 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa *Experiential Marketing* termasuk kategori baik, semakin baik *Experiential Marketing* semakin tinggi loyalitas pelanggan kedai Coffe Culture dan Kepuasan pelanggan termasuk kategori puas, semakin baik kepuasan pelanggan semakin tinggi loyalitas pelanggan kedai Coffe Culture

***Kata Kunci: Experiential Marketing, Kepuasan dan loyalitas pelanggan***

**THE EFFECT OF EXPERIENTIAL MARKETTING AND CUSTOMER  
SATISFACTION ON CUSTOMER LOYALTY  
AT COFFE CULTURE SHOP**

**ABSTRACT**

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*This research aims to know and analyze the influence of experiential marketing on the creation of customer loyalty coffe culture stores and to know and analyze the influence of customer satisfaction on the creation of customer loyalty coffe culture shop. Research uses expansive research methods implemented through data collection in the field. the population of all coffe culture shop customers with a research sample of 100 people, data analysis using multiple Linear Regression statistical methods and hypothesis testing and eliminated coefficients. Based on the results of research shows that Experiential Marketing belongs to a good category, the better Experiential Marketing the higher customer loyalty coffe culture and customer satisfaction belongs to the satisfied category, the better customer satisfaction the higher the customer loyalty of coffe culture stores*

*Keywords: Experiential Marketing, Customer Satisfaction and Loyalty*