

ABSTRACT

Indonesia has a natural destination, especially in Bandung, West Java. To meet the needs of natural enthusiasts as well as lightning adventures that exist on the Eiger Adventure Flagship Store that provides adventure equipment. Adventure equipment providers are vying to be the first to go. The increasingly fierce competition phenomenon makes manufacturers of marketable products. One of the concepts or marketing strategies that can be used is Experiential Marketing. This study aims to determine the effect of marketing experience on customer satisfaction Eiger Adventure Flagship Store Jalan Sumatera Bandung.

This research uses quantitative approach with descriptive method. The number of participants from the study that is not yet known for certain, so that used Bernoulli formula with the result of counting as many as 100 respondents who is the customer population Eiger Adventure Flagship Store Jalan Sumatera Bandung. Data analysis technique used is multiple linear regression analysis.

From the results of research obtained from experiential marketing results simultaneously significant to customer satisfaction Eiger Adventure Flagship Store Jalan Sumatera Bandung. Experiential marketing partially shows sub variable sense (X1), feel (X2), think (X3) not significant to customer satisfaction Eiger Adventure Flagship Store Jalan Sumatera Bandung. Sub variable act (X4) and relate (X5) significant to customer satisfaction Eiger Adventure Flagship Store Jalan Sumatera Bandung. Companies can make improvements to socialization events, products and facilities to know about everything Eiger Adventure Flagship Store does not have.

Keywords: Eiger, Experience, Experiential Marketing, Kepuasan