

## ABSTRACT

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*This research is based on the unfortunate Service Experience at Harris Cafe Harris Restaurant Hotel Batam Center, with one of which is not applied of operational standard which have been given and determined. Customer experience is one of the most important roles for the company. hence this research aim to know customer experience at Harris Cafe Harris Hotel Batam Center with Refers to sense experience, experience feel, think experience and Act experience. In this research, research method is done by qualitative method with data collecting technique, observation, interview, and literature study. With the conclusion of customer experience can be known through the measurement of the sense, feel, think, and act.*

*Keywords : Customer Experience, Sense, Feel, Think, and Act.*