

ABSTRACT

Chingu cafe as businesses need to create a positive perception in the minds of consumers in order to compete in this modern era. Therefore, the competitive culinary industry competition makes the business to rack my brain for making product differentiation. Chingu cafe offers products by adopting a menu like the one in Korea. Besides, Chingu cafe provides Wave Korea concepts ranging from the exterior and the interior, so that the Korean wave fanatics given emotional experience directly. To maintain the success of the sale of a product then you need is to use different marketing concepts with other competitors. One of the marketing concept that can be used is Experiential Marketing.

The purpose of this study was to determine the effect Experiential Marketing (sense, feel, thing, act, and relate) (X) of the Consumer Satisfaction (Y) in Chingu cafe. The method used is quantitative method. Sampling using sampling techniques nonprobability types of purposive sampling. Criteria for sampling in this research is consumers who never visit and never make a purchase at chingu cafe. The analysis used in this study include validity, realibilitas, regeresi simple linear analysis, and hypothesis testing that includes t-test, f, the coefficient of determination.

The results showed that Experiential Marketing has a value of 77.14%, which is in both categories in the line of the continuum, while the value of customer satisfaction in the amount of 76.53% is considered good on a continuum line. The amount of influence Experiential Marketing (X) of the Consumer Satisfaction (Y) is 0.706 or 70.6% while the remaining 29.4% is influenced by other variables such as store atmosphere, awarnness brand, and brand image

Keywords: Experiential Marketing, Customer Satisfaction, Chingu Cafe