

ABSTRACT

The increasing number of tourists both local and foreign who come to Indonesia, especially the Bandung area, resulted in lodging accommodation in Bandung becoming a very important element. One of the lodgings in Bandung is RedDoorz Damanaka which offers lodging services at a cheaper price. However, after the survey, there was still a problem with RedDoorz Damanaka's customer satisfaction. Therefore, the hotel must be able to create experiential marketing and good brand trust to consumers.

This study aims to find out how much influence experiential marketing and brand trust has on customer satisfaction RedDoorz Damanaka. The research method used is quantitative method with causal descriptive approach, with data analysis techniques using multiple linear regression analysis using IBM SPSS software version 25. The main instrument of data collection is a questionnaire measured using the Likert scale. The population in this study was consumers who had stayed at RedDoorz Damanaka with the number of samples determined in this study was 100 respondents.

The results of this study stated the magnitude of the influence of experiential marketing variables (X1) and brand trust (X2) on consumer satisfaction (Y) simultaneously by 17.3% or the rest by 82.7% influenced by other variables that were not studied. While the magnitude of the influence of experiential marketing (X1) on partial consumer satisfaction (Y) is 3% and the influence of brand trust (X2) on partial customer satisfaction (Y) is 14.3%.

Keywords: Brand Trust, Customer Satisfaction, Experiential Marketing