

ABSTRACT

Chatime is a Bubble Tea company from Taiwan. Chatime is also a Bubble Tea company that is able to compete with other Bubble Tea competitors in several countries especially in Indonesia. Products sold are beverage products made from the ingredients that are combined with various types of ingredients, such as: chocolate, coffee, fresh fruits (mangoes, bananas, grapes, lemons, oranges, strawberries, etc.), milk, yogurt, cream, and various ingredients other types of ingredients also do not forget to add a variety of toppings, which of course the characteristic of this drink is located in a topping that is shaped like a bubble or like spongy balls.

Chatime does not only offer a variety of delicious and interesting drinks but also with good and satisfying services and places. The author uses the Experiential Marketing strategy to analyze (design) the outlet design, (feel) the friendliness of the employee, (think) the product presented, (act) evaluating the payment system, (relate) telling the experience to others, to find out how much experiential influence marketing to customer loyalty. This study used a quantitative method using a Likert scale.

Based on the results of this riset, it is known that each variable in Experiential Marketing has a significant positive effect on customer loyalty and the act variable has a greater regression coefficient than other variables.

Keywords: Sense, Feel, Think, Act, Relate, and Customer Loyalty