

ABSTRAK

Semakin menjamurnya bisnis kuliner dan pariwisata di kota Bandung , memicu persaingan semakin ketat. Hal tersebut membuat pihak manajemen merumuskan strategi pemasaran melalui kegiatan *experiential marketing* dengan memfasilitasi perpustakaan di dalam kafe dengan tujuan untuk menarik minat konsumen sehingga loyal. Potluck Coffe Bar & Library sebagai café yang pertama berkonsep perpustakaan di Bandung. Hal inilah yang menjadi latar belakang pada penelitian ini yang bertujuan untuk mengetahui seberapa besar pengaruh *experiential marketing* terhadap loyalitas pelanggan calon konsumen pada Potluck Coffe Bar & Library Bandung.

Penelitian ini merupakan penelitian kuantitatif dengan metode kausalitas. Peneliti menggunakan 400 responden sebagai sampel dengan teknik sampling *convenience sampling* serta dengan teknik analisis regresi linear sederhana dimana *experiential marketing* variabel independen dan loyalitas pelanggan sebagai variabel dependen.

Hasil penelitian ini dapat disimpulkan bahwa *experiential marketing* dikategorikan sudah baik dengan persentase sebesar 78,25% dan loyalitas pelanggan terhadap Potluck Coffe Bar & Library Bandung sudah baik dengan persentase sebesar 77,32%, serta terdapat pengaruh signifikan *experiential marketing* terhadap loyalitas pelanggan Potluck Coffe Bar & Library. Berdasarkan hasil analisis dan pembahasan, perusahaan diharapkan dapat merancang Pihak Potluck Coffee Bar & Library harus mempunyai pembukuan setiap bulannya agar tau pemasukan dan pengeluaran yang ada.

Kata Kunci : *Experiential Marketing*, Loyalitas pelanggan

**THE EFFECT OF EXPERIENTIAL MARKETING WITH THE
POTLUCK COSTUMER LOYALTY POTLUCK COFFEE BAR &
LIBRARY BANDUNG**

ABSTRACT

The high increasing growth of culinry and tourism bussines in Bandung, followed by high competitive markets demanded. The management to create marketing strategies trough experiential marketing. By facilitated the customer using cafe's library that enablin the company to get costumers insight, interest, and loyalty. Potluck Coffee Bar & Library became the first cafe with cafe's librarian concept in Bandung. The pursued bakground reason above is aim to determine the sufficiently strong connection of experiential marketing to customer loyalty in Potluck Coffee Bar & Library Bandung.

This research is a quantitative research with causality method. This research use 400 respondent as its sample with convenience sampling and using simple regression linear as its analytical technique withexperiential marketing as its independent variable and costumer's loyalty as its dependent variable.

This study indicates experiential marketing is good enough with percentage of 78,25% and consumer loyalty towards Potluck Coffee Bar & Library is good enough with percentage of 77,32% and also ther is significant influence of experiential marketing towards Potluck Coffee Bar & Library consumer loyalty. Based on analitical result and solution , company expected to desigh Potluck Coffee Bar & Library to have monthly financial book keeping to know income and outcome that they have. Every business or company must have book keeping to see the profit of company every month to anticipate when Potluck Coffee Bar & Library is getting unstable and company can find solution.

Keyword : Experiential Marketing, Consumer Loyalty