

ABSTRACT

The culinary business in Indonesia is currently growing very rapidly and one of the culinary places that is in great demand by young people is cafes. In the midst of intense competition, cafe businesses must maintain what attracts visitors. The purpose of this study was to analyze and explain the effect of experiential marketing on revisit intention, both directly and indirectly at the cafe kisah manis, Jalan Sunda, Bandung city through the variable visitor satisfaction.

The research method used by quantitative method with explanatory/eksplanasi as the type uses Partial Least Square using SmartPLS 3.0 software. The sampling technique used in this study was non-probability sampling with accidental sampling and 150 respondents.

The result showed that Experiential Marketing had a positive effect on visitor satisfaction. Experiential Marketing has a positive effect on Revisit Intention. Visitor satisfaction has a positive effect on Revisit Intention. Experiential Marketing has a positive effect on Revisit Intention through Customer Satisfaction.

Keywords : *Experiential Marketing, Revisit Intention, Visitor Satisfaction*