

ABSTRACT

This study discusses guest perceptions on the aspects of sense experience and feel at the Mie Gacoan Gatot Subroto restaurant, Bandung City. Sense is the senses possessed by humans as a tool to feel the products and services offered, Feel is strategy and implementation to influence the brand to consumers through communication. Which is a component in the service that supports the implementation of the Customer Experience. Customer Experience is a big key in a business or company that depends on the service provided to customers. So that in simple terms is a new process, strategy, and implementation of a company to manage customers in the customer experience with a product or service from a company. In this study the authors discussed to find out about the sense and feel at the Gacoan Gatot Subroto restaurant in Bandung City, the research method used in this study was quantitative and collected data through a questionnaire. Quantitative data is a research method that is based on positivism (concrete data), research data is in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. And a questionnaire is a survey or research tool consisting of a collection of written questions that aim to get responses from selected groups through personal interviews or by post. The results of this study are to find out and analyze sense and feel at Gacoan Gatot Subroto Mie restaurant, Bandung City. .

Keywords: Feel, Sense, Mie Gacoan, Customer Experience