

ABSTRACT

Dyandra Global Edutainment (DGE) is one of the leading concert promoters in Indonesia whose popularity continues to increase along with the presence of artists from well-known agencies. DGE's success in organizing various concerts cannot be separated from the important role of customer experience felt by the audience. This research was conducted to identify the extent to which customer experience influences customer satisfaction in Dyandra Global Edutainment services. Using a quantitative approach through a survey method, data was collected from 100 respondents who had attended concerts organized by DGE. The research findings indicate that the three main dimensions of customer experience (sensory experience, emotional experience, and social experience have a positive and significant impact on customer satisfaction. Based on the analysis, it was found that customer experience contributes 60.5% to customer satisfaction, while the remaining 39.5% is influenced by other factors outside this research model.

Keywords: *Customer Experience, Customer Satisfaction, Dyandra Global Edutainment, Event Organizer.*