

ABSTRAK

Pada era globalisasi saat ini kita ketahui bahwa setiap perusahaan pasti dihadapkan pada persaingan dalam memasarkan produk maupun jasanya. Persaingan tersebut tentunya tidak dapat dihindari oleh setiap perusahaan, semakin tinggi tingkat persaingan akan semakin tinggi pula tingkat kreativitas suatu perusahaan. Masyarakat yang beminat dengan adanya salon telah menimbulkan suatu gaya hidup berbeda-beda, dan persaingan antar perusahaan sejenis sangat ketat. Setiap pemimpin perusahaan juga ingin perusahaannya menjadi yang terbaik di antara perusahaan lainnya. Tujuan penelitian ini untuk menguji dan menganalisis pengaruh signifikan *experiential marketing*, promosi dan harga terhadap kepuasan pelanggan Salon Atha Jember Pasca Pandemi Covid-19. Populasi dalam penelitian ini ditujukan kepada pelanggan Salon Atha Jember Pasca Pandemi Covid-19. Sampel yang digunakan sebanyak 130 responden dengan menggunakan teknik *puposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa *experiential marketing*, promosi dan harga berpengaruh secara signifikan terhadap kepuasan pelanggan Salon Atha Jember Pasca Pandemi Covid-19.

Kata kunci: *Experiential Marketing*, Promosi, Harga, Kepuasan Pelanggan.



ABSTRACT

In the current era of globalization, we know that every company must face competition in marketing its products and services. This competition certainly cannot be avoided by every company, the higher the level of competition, the higher the level of creativity of a company. A competitive society with salons has given rise to different lifestyles, and competition between companies is very tight. Every company leader also wants his company to be the best among other companies. The aim of this research is to test and analyze the significant influence of experiential marketing, promotions and prices on customer satisfaction at Salon Atha Jember after the Covid-19 pandemic. The population in this research is aimed at Salon Atha Jember customers after the Covid-19 pandemic. The sample used was 130 respondents using purposive sampling technique. The analysis tool uses multiple linear regression. The research results prove that experiential marketing, promotions and prices have a significant effect on customer satisfaction at Salon Atha Jember after the Covid-19 pandemic.

Keywords: *Experiential Marketing, Promotion, Price, Customer Satisfaction.*

