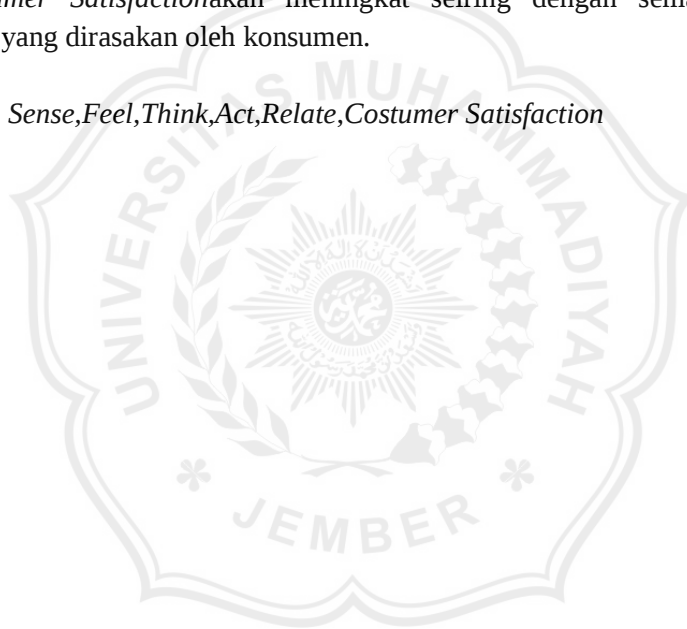


ABSTRAK

Kepuasan konsumen merupakan salah satu tolak ukur keberhasilan kinerja suatu perusahaan. Studi ini bertujuan untuk mengetahui pengaruh *ExsperientialMarketing* strategi terhadap *Costumer Satisfaction* pada Cafe Kolong Jember. Dari 75 responden dengan menggunakan analisis Regresi Linear Berganda, didapatkan hasil bahwa *ExsperientialMarketing* yang di proxikan oleh variabel :*Sense, Feel, Act, Relatedan Think*, berpengaruh terhadap *Costumer Satisfaction* di Cafe Kolong Jember. Melalui *Exsperiential Marketing* konsumen akan mampu membedakan cafe yang satu dengan yang lainnya karena mereka dapat merasakan dan memperoleh pengalaman secara langsung melalui lima pendekatan *Sense, Feel, Think, Act, Relate*. *Costumer Satisfaction* akan meningkat seiring dengan semakin baiknya pengalaman yang dirasakan oleh konsumen.

Kata kunci: *Sense, Feel, Think, Act, Relate, Costumer Satisfaction*



ABSTRACT

Consumer satisfaction is one measure of the success of a company's performance. This study aims to determine the effect of Exsperiential Marketing strategy on Customer Satisfaction at Cafe Kolong Jember. From 75 respondents using Multiple Linear Regression analysis, the results show that Exsperiential Marketing proxied by variables: Sense, Feel, Act, Relate and Think, influences Customer Satisfaction at Kolong Jember Cafe. Through Exsperiential Marketing consumers will be able to distinguish one cafe from another because they can feel and gain direct experience through the five approaches Sense, Feel, Think, Act, Relate. Customer Satisfaction will increase along with the better experience felt by consumers.

Keywords :*Sense, Feel, Think, Act, Relate, Customer Satisfaction*

