

ABSTRAK

Penelitian ini dilakukan pada konsumen Kafe Pondok Alam Glenmore. Penelitian ini bertujuan untuk mengetahui pengaruh dimensi *experiential marketing* yang terdiri dari *sense, feel, think, act* dan *relate* terhadap minat beli ulang konsumen. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi dan kuesioner terhadap 90 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda, uji hipotesis dan uji koefisien determinasi. Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel pengaruh *sense, feel, think, act* dan *relate* berpengaruh positif secara signifikan terhadap minat beli ulang konsumen.

Kata kunci: *experiential marketing, sense, feel, think, act, relate, minat beli ulang konsumen.*

ABSTRACT

This research was conducted on Pondok Alam Glenmore cafe consumers. This study aims to determine the effect of the dimensions of experiential marketing in terms of sense, feel, think, act and relate on the repurchase intention. In this study data were collected with tools in the form of observation, interviews and questionnaires against 90 respondents with purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes the data instrument test (validity test and reliability test), the classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, hypothesis test and coefficient of determination test. From the results of the analysis using regression it can be seen that the influence variables of sense, feel, think, act and relate has a significant positive effect on consumer repurchase intention.

Keyword: *experiential marketing, sense, feel, think, act, relate, repurchase intention.*