

ABSTRACT

The world of business in Indonesia is increasingly growing every year. This led to increasingly fierce competition. In order for the company is able to compete, companies should use a concept of marketing that is different from competitors, that can distinguish products company with produk a competitor. One of the concept of marketing that can be used is experiential marketing. Experiential Marketing is a concept of marketing that is not just sell products or services only to consumers but also provide the experience to consumers so that consumers can distinguish products and services company with products and services of competitors. Mujigae a restaurant that uses the concept of Experiential Marketing for Mujigae provide a different experience to consumers in the field of the culinary business. The purpose of this research is to know the influence of the Experiential Marketing to customer satisfaction Mujigae Resto the Citylink of Bandung. The method which used in research is the method of descriptive he collection of data through questionnaires, the study library, and observation. The data through the validity, reliability of a, normality, the f, the t, and the coefficient determinasi. Analysis using statistics descriptive and analysis of the regression linear simple with sampling of consumer Mujigae Resto the Citylink. The result of Analisis Regresi Linier Sederhana is $Y=31.292+0.374X$ and obtained the results that the Experiential Marketing have a significant effect on customers. Based on the Determinasi can be taken the conclusion that variable Experiential Marketing (X) affect the variables Customer Satisfaction (Y) of 18.13 % and 81.7 % affected by other factors that are not investigated.

Keywords: Marketing, Experiential Marketing, Customer Satisfaction