

## ABSTRACT

*Bandung is a growing city cafes and restaurants are high. Wiki Koffie is one of the café which attracted enough attention in Bandung. The presence of the tight competition in the business-themed coffee cafe in Bandung, make cafe individual entrepreneurs are required to maintain the popularity of his business, one of them with the planning strategy that is creative and innovative marketing. The role of marketing strategy is essential for the realization of customer satisfaction. Marketing strategies that can be applied one of which is the experiential marketing strategies via Strategy Experiential Moduls (SEMS), which sense, feel, think, act and relate.*

*The aim of the research are: (1) Know the effect of the variables of experiential marketing that sense, feel, think, act, and relate partially to customer satisfaction Wiki Koffie. (2) Know the effect of experiential marketing variables (sense, feel, think, act, and relate) simultaneously to customer satisfaction Wiki Koffie. This research is a quantitative study with a sample taken of 100 respondents, selected using purposive sampling technique. Methods of data collection using questionnaires using a rating scale measurements. Data were analyzed using linear regression.*

*The results showed that prove that: (1) by having t tables 1,661, t value 0,129 and significance 0,038 meaning  $< 0.05$  then  $H_0$  is rejected, which means that the variable sense ( $X_1$ ) affect positively and significant to customer satisfaction ( $Y$ ), feel ( $X_2$ ) has a t value 0-,561 and significance 0,576 then  $H_0$  is accepted which means feel ( $X_2$ ) no effect positively and non significant to customer satisfaction ( $Y$ ), think ( $X_3$ ) has value 0,153 and significance -1,440 then  $H_0$  is accepted which means think ( $X_3$ ) no effect positively and non significant to customer satisfaction ( $Y$ ), act ( $X_4$ ) has value 3,038 and significance 0,003 then  $H_0$  is rejected, which means that the variable act ( $X_4$ ) affect positively and significant to customer satisfaction ( $Y$ ), and relate ( $X_5$ ) has value 0,782 and significance 0,435 then  $H_0$  is accepted which means relate ( $X_5$ ) no effect positively and non significant to customer satisfaction ( $Y$ ). (2) With a probability value  $< 0,05$  which is ( $0,029 < 0,05$ ) then it can be said that  $H_0$  is rejected, the variable sense ( $X_1$ ), feel ( $X_2$ ), think ( $X_3$ ), act ( $X_4$ ), and relate ( $X_5$ ) on experiential marketing ( $X$ ) jointly affect positively and significantly to customer satisfaction ( $Y$ ).*

*The conclusion of the study variables act and sense gives a real effect, while the variable feel, think, and relate not give effect to customer satisfaction. In addition, this study concludes that the variables sense, feel, think, act, and relate simultaneously to give a real effect on customer satisfaction. Advice can be given in this study are: (1) The Wiki Koffie should provide the facility of valet parking for four-wheeled vehicles, increase the capacity / number of tables for customers by utilizing the 2nd floor of buildings, making spots room more unique and attractive customer attention, adding alternative menu, innovate on the menu of coffee, holding coffee classes (provide important information about the coffee and the way of presenting the right) for the customer. (2) Subsequent researchers are*

*expected to be able to examine other possible variables have an effect on customer satisfaction.*

***Keywords: Experiential Marketing, Customer Satisfaction, Wiki Koffie***