

Abstract

The marketers vying to create a new thing for consumers, which in turn was born cafes and restaurants that offer experience for consumers to meet the emotional needs of these consumers. The purpose of this study are: (a) to determine the experiential marketing, customer satisfaction and repurchase intention at Nanny's Pavillon home (b) to determine the influence of experiential marketing to customer satisfaction at Nanny's Pavillon Home, (c) to determine the influence of customer satisfaction to repurchase intention at Nanny's Pavillon Home.

This study is a descriptive research by using quantitative approach which involved 100 customers of Nanny's Pavillon Home as respondents . The incidental sampling technique is used in taking the samples.

Data analysis technique used is the analysis of the path (Path Analysis) was previously tested with classical assumption of normality test, multicollinearity, heteroskedestisitas test, t-test.

The result of research partially known that Experiential Marketing (X) has a significant positive influence on customer satisfaction (Y) with tcount (6.903) not between -1.985 and 1.985 experiential marketing means a positive and significant impact on customer satisfaction. As for the variable customer satisfaction (Y) has a positive effect on repurchase intention (Z) with thitung (5.112), which means customer satisfaction positive effect on repurchase intention. Based on the coefficient of determination, known nilai 32,7% on variable experiential marketing to customer satisfaction and value for the variable 21,1% customer satisfaction on repurchase intention