

ABSTRACT

The concept of experiential marketing was put forward as a new marketing strategy in our modern world where marketing strategies become insufficient because of the developments in knowledge and communication technologies and increasing competitiveness, one of the technology is using social media. The essence of experiential marketing is to build satisfaction with customer through five aspects: sense, feeling, think, act and relate. In this research the object is Chingu Korean Fan Cafe Bandung on social media, the reason is Chingu Korean Fan Cafe Bandung is well-known low-cost Korean Cafe which is the most active social media compare with competitors, but there are complaint that make consumer unsatisfied.

The aim of this research is to examine the effect of experiential marketing on social media towards customer satisfaction in Chingu Korean Fan Cafe Bandung also to find customer perception about the sub variable of experiential marketing (sense, feel, think, act, and relate) on customer satisfaction of Chingu Korean Fan Cafe's social media.

Quantitative-Descriptive analysis, causal study, and multiple regression analysis were used during the study. An online survey has been published to 400 respondents which are customer of Chingu Korean Fan Cafe who has social media and ever interact with them on social media.

This research found that the sub variable of experiential marketing, which are sense, feel, think, act, and relate has significant positive to customer satisfaction partialy and simultaneously. In this research relate is the most influence variable, follows by Act, Sense, and Feel. Then, Think is the less influence variable. The study found that the value of Adjusted R square is 0.468. It means that 46.8% customer satisfaction will be explained by the independent variable (sense, feel, think, act, and relate).

To improve the customer satisfaction, Chingu Korean Fan Cafe must do a feedback to the responds of the customer who mention, post, or sharing something about them in social media. The example for the feedback is posting the comments in customer's social media, like customer's photos in Instagram and Re-Tweet the tweets of the customers. Also, They can add promotion for people who become their followers on social media. If there are complaints which sent through social media, Chingu Korean Fan Cafe can contact directly to apologize to the customer or offer a solution whether the complaints it come from Chingu Korean Fan Cafe, so the customer can be relate to them. For futher research, it is better for further researcher to add several variables that can affect customer satisfaction, because the amount of adjusted R square only 46.8% while remaining 53.2%, customer satisfaction will be influenced by other variables that are not included in this research.

Key word: Social Media, Experiential Marketing, Strategic Experiential Modules, Customer Satisfaction, Chingu Korean Fan Cafe