

ABSTRACT

At this time no longer be food consumption to meet the needs of human biological sheer. Food has now become a new lifestyle among the public. Food turns into a culinary industry that provides not only the taste but also the needs of other human beings to socialise or beraktualisasi. The rapid growth of the culinary industry is causing increasingly intense competition. So companies are able to compete, companies are expected to be able to use different marketing concepts from competitors. One of the marketing concepts that can be used is Experiential Marketing.

The purpose of this research is to find out how big the experiential marketing effect on customer satisfaction. This research uses descriptive and quantitative research design with calculation of structural equation modeling. The population in this research is the Resto and Bar Hospitalis customers as much as 100 respondents.

The results of this research show that the Experiential Marketing has no effect or has no significant relationship towards customer satisfaction this is caused because the number P is 0.233 where the number is quite far from 0.05 so that H0 is accepted.

Keywords: Marketing, Experiential Marketing, Customer Satisfaction.