

ABSTRACT

The Effect of Experiential Marketing On Customer Satisfaction (Case Study In Nanny's Pavillon Home Bandung)

Nanny's Pavillon established since march 23rd 2009, first opened its door in Bandung, Indonesia. Nanny's Pavillon is a conceptual French American pancake restaurant. in addition to having a diverse menu, adapting restaurant French American Pancake restaurant concept has a unique interior design in each outlet, marketing concept applied in Nanny's Pavillon Home Bandung that is experiential marketing. the purpose of this research was to determine the influence of experiential marketing on customer satisfaction of Nanny's Pavillon Home Bandung.

The research method used is by using descriptive and verification method, in this research the data collected trough questionnaires 100 customers of Nanny's Pavillon Home Bandung. This research also uses statistical analysis through the clasical assumption test, multiple linear regression analysis, correlation analysis, determination coefficient and hypothesis test.

the results of the research indicate that in partial variable Sense, Feel, and act in significantly affect of customer satisfaction, while the variable think and relate no significantly effect on customer satisfaction. In simultaneously relationship experiential marketing variables that sense, feel, think, act, and relate, significant effect on customer satisfaction because Nilai F_{count} (40.797) > F_{table} (2,31).

Keyword : Experiential Marketing, Customer Satisfaction