

ABSTRACT

This research is based on the result of observation which shows that the customer loyalty of Dunkin' Donuts Indonesia is starting to decrease. Currently Dunkin' Donuts has been applying the concept of new image to improve customer satisfaction and customer loyalty, one of them through experiential marketing. This research aims to determine the effect of experiential marketing consisting of sense, feel, think, act, and relate to customer loyalty through customer satisfaction as intervening variable.

The method used is quantitative method with the types of research are descriptive and causal. Data collection is done by using questionnaire. Sampling was done by non probability sampling method with incidental sampling type and the number of respondents was 100. Data analysis technique using descriptive analysis and path analysis. Before performing path analysis, data is transformed using the Method Statistic Interval (MSI) to convert ordinal data into interval data.

The results showed experiential marketing has a positive and significant effect simultaneously on customer satisfaction. Partially subvariabel sense, feel, think, act, and relate have positive and significant influence to customer satisfaction. Customer satisfaction has a positive and significant impact on customer loyalty. Simultaneously experiential marketing has a positive and significant impact on customer loyalty through customer satisfaction. Partially subvariabel sense, feel, think, act, and relate have positive and significant influence to customer loyalty through customer satisfaction.