

ABSTRACT

Indonesia is well-known as one of the worlds largest producer and exporter countries. Indonesia occupies the 4th rank as a coffee producing and exporting country. From that statement, we can see that many new store have pop out by offering their own concepts and uniqueness. One of the is Armor Kopi that offers a concept that different with other coffee shops, Armor Coffee is the only coffee shops in Bandung that supplies coffee from all over Indonesia, especially Arabica Coffee.

In applying the marketing strategy Armor Kopi applies the experiential marketing concept where the strategy is intended to be able to touch consumers through by sense, feel, think, act, and relate. By carrying out the concept “ngopi” in the forest, Armor Kopi applies the marketing strategy that can increase the consumers satisfaction and also the big impact can make consumers loyal to Armor Kopi.

In this research, the method of collecting data used a questionnaire distributed to 400 respondents who had visited the Armor Kopi. The analysis technique used is path analysis and its processed using SPSS 25 and AMOS 23 software.

The result of this study show that experiential marketing does not have a positive and signification effect on consumers loyalty with the value of critical (CR) -1,660 and $p = 0.401$. The conclusion is this research is a fully mediation which is the experimental marketing can affect the consumers loyalty through their satisfaction.

Keywords: experiential marketing, armor kopi, consumer satisfaction, consumer loyalty.