

ABSTRACT

Nowdays the culinary business continues to grow so that there are many competitor among business people. *Chingu Korean Fan Cafe* Bandung is a business that able to compete in the culinary business by creating a cafe feel like in Korea thus gives a positive emotional experience to consumers. In an experiential marketing strategy, consumers not only demand quality goods, but also want emotional benefits, in the form of memorable experiences, that is an impressive experience that is not forgotten and there are unique positive experiences. The purpose of this study was to determine the influence of experiential marketing on customer loyalty at Chingu Korean Fan Cafe. The type of research used is descriptive research using quantitative methods. Data collection was carried out by distributing questionnaires to customers visiting the Chingu Korean Fan Cafe. The analysis used in this study is the validity test, reliability test, normality test and simple linear regression test. The result show that *experiential marketing* has a impact on customer loyalty of 49,2% and the remaining 50,8% is influenced by other factors. Based on linear regression equation $Y = 0,818 + 0,287X$, then every addition one point of *experiential marketing* will increase customer loyalty amount to 0,287 points.

Keyword: *Experiential marketing*, Customer Loyalty, Chingu Korean Fan Cafe