

ABSTRACT

In the rapid development of the business world, it becomes a threat and a challenge for business people. One way that companies can do to manage and improve the development of the business world is by implementing store atmosphere and experiential marketing that is expected to increase customer satisfaction.

This study aims to determine and analyze the "Effect of Store Atmosphere and Experiential Marketing on Customer Satisfaction of Waroeng Setiabudhi Cihampelas."

This research uses quantitative methods with descriptive causality research. Sampling was done by non probability sampling method with a simple incidental sampling, with a total sample of 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of research on the partial store atmosphere has a significant effect on customer satisfaction on the value of t count $3.460 > t$ table 1.664 with a significance value of $0.001 < 0.05$, and partial experiential marketing also has a significant effect on customer satisfaction where the count is $4.164 > t$ table 1.664 with a significance value of $0.00 < 0.05$. Based on the results of the coefficient of determination of the store atmosphere and experiential marketing has an effect of 54.2% on the variable Customer Satisfaction (Y), while the remaining 45.8% is influenced by other variables not conscientioused in this study.

Keywords: Store Atmosphere, Experiential Marketing, Customer Satisfaction.