

## ABSTRACT

IKEA takes a "Democratic Design" approach, where form, function, quality, sustainability, and affordable prices are all integrated into the product, and are friendly to everyone, even children. IKEA also introduces a concept called Do-It-Yourself (DIY), customers must bring, bring home and assemble themselves which are included in cost savings, IKEA provides services not to self-assemble at additional costs (Hero.co. en, 2014). This makes IKEA a unique furniture retail company.

The experience that consumers feel when visiting retail stores is considered by consumers today in choosing so it needs to be considered by managers to satisfy customers in order to win the competition. IKEA creates a retail atmosphere that can be enjoyed by its customers, ranging from parking lots to interior design in its own building. Researchers search data on consumer complaints about customer satisfaction at IKEA Alam Sutera by digging information through consumer media websites where Indonesians can exchange complaints about their shopping experiences at a company. The purpose of this research is to find out and analyze the influence of customer experience consisting of sensory experiences, emotional experiences and social experiences together on customer satisfaction at IKEA Alam Sutera.

In maintaining consumers need to pay attention to customer satisfaction. Customer experience has been a major concern in contemporary service research and management practices. The object of this research is IKEA consumers. Data collection was obtained through distributing questionnaires to 100 respondents. Data analysis in this study used simple linear regression analysis.

The results of the study stated that there was a significant influence of Customer Experience on Customer Satisfaction at IKEA Alam Sutera, which was 32.1%. Based on an analysis of respondents' responses to the customer's experience, the second item on the indicator of interest ranks lowest. Therefore, it is recommended to IKEA Alam Sutera to improve the quality of the place so that it can attract the attention of customers.

**Keywords: Customer Experience, Customer Satisfaction, IKEA**