

ABSTRACT

This study aims to evaluate the extent to which Experiential Marketing influences customer loyalty at PT. Kansas Berkah Mandiri in the year 2024. Experiential Marketing is a strategy that focuses on creating comprehensive and memorable experiences for consumers, with the intention of fostering strong emotional connections to the brand. A quantitative approach with a survey method was employed in this research. Data were collected through questionnaires distributed to customers and analyzed using multiple linear regression. The findings indicate that all dimensions of Experiential Marketing—sense, feel, think, act, and relate—have a positive and significant impact on customer loyalty. This demonstrates that the company's implementation of Experiential Marketing has effectively created valuable customer experiences, contributing to increased loyalty. The results offer strategic insights for the company's management in developing experience-based marketing approaches as a key to retaining customers in an increasingly competitive market.

Keywords: Experiential Marketing, customer loyalty, marketing strategy, customer experience.