

ABSTRAK :

Penelitian ini bertujuan menganalisis pengaruh *Experiential Marketing* terhadap Loyalitas Pelanggan dan Kepuasan Pelanggan sebagai variabel perantara. Subjek penelitian adalah pengunjung Jkov Koffie, Unico Food, Social & Coffee, Leon Coffee dan Hello Sapa Jambi. Analisis data yang digunakan adalah survey deskriptif kuantitatif. Jumlah sampel yang digunakan berjumlah 100 responden. Data diolah dan dianalisis dengan menggunakan *Partial Least Square* (PLS) 3.2.7. Hasil penelitian menunjukkan bahwa *Experiential Marketing* berpengaruh signifikan terhadap Loyalitas Pelanggan dan Kepuasan Pelanggan memediasi pengaruh *experiential marketing* secara mediasi sebagian (*partially mediated*). Pengalaman berkesan dan baik yang dirasakan oleh pelanggan dapat menciptakan pelanggan yang loyal, hal tersebut ditunjukkan dengan kunjungan dan pembelian ulang yang dilakukan oleh pelanggan. Bagi perusahaan pertahankan kualitas rasa makanan dan minuman untuk menjaga citra perusahaan yang berpengaruh positif dan signifikan, serta tingkatkan kualitas variabel reputasi terhadap merek yang akan berpengaruh kepada sikap pelanggan terhadap merek untuk meningkatkan kepuasan serta loyalitas pelanggan.

Kata Kunci : *Experiential Marketing*, Kepuasan Pelanggan, Loyalitas Pelanggan, Cafe, *Partially Mediated*

ABSTRACT :

This study aims to analyze the effect of Experiential Marketing on Customer Loyalty and Customer Satisfaction as an intermediary variable. The research subjects were visitors to Jkov Koffie, Unico Food, Social & Coffee, Leon Coffee and Hello Sapa Jambi. Analysis of the data used is a quantitative descriptive survey. The number of samples used amounted to 100 respondents. The data is processed and analyzed using Partial Least Square (PLS) 3.2.7. The results show that Experiential Marketing has a significant effect on Customer Loyalty and Customer Satisfaction mediating the effect of experiential marketing partially mediated. Memorable and good experiences felt by customers can create loyal customers, this is indicated by visits and repeat purchases made by customers. For companies, maintain the quality of the taste of food and beverages to maintain the company's image which has a positive and significant effect, and improve the quality of the reputation variable on the brand which will affect customer attitudes towards the brand to increase customer satisfaction and loyalty.

Keywords : *Experiential Marketing, Customer's Satisfaction, Customer's Loyalty, Cafe, Partially Mediated.*