

**Pengaruh Experiential Marketing Terhadap Customer Satisfaction
Melalui Experiential Value
(Studi pada Vosco Coffee Malang)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Experiential Marketing* melalui indikator yang ada yaitu *Sense, Feel, Think, Act*, dan *Relate* terhadap *Customer Satisfaction* melalui *Experiential Value* sebagai variabel mediasi pada Vosco Coffee Kota Malang, baik pengaruh secara langsung maupun tidak langsung. Jenis penelitian adalah *explanatory research* dengan metode *survey*. Penelitian ini menggunakan sampel responden sebanyak 110 orang yang telah melakukan transaksi lebih dari dua kali dan berumur di atas 18 tahun. Metode analisis menggunakan PLS SEM dengan *software* SmartPLS 3.2.6. Uji instrumen penelitian meliputi uji *outer model*, uji *inner model*, dan uji hipotesis. Uji hipotesis langsung menggunakan *t-test* sedangkan hipotesis tidak langsung menggunakan uji *sobel*.

Hasil analisis yang didapat dalam penelitian ini adalah *experiential marketing* berpengaruh positif dan signifikan terhadap *experiential value*, *experiential marketing* juga berpengaruh positif dan signifikan terhadap *costumer satisfaction*, dan *experiential value* berpengaruh positif dan signifikan terhadap *costumer satisfaction*. Sedangkan untuk pengaruh tidak langsung *experiential marketing* terhadap *costumer satisfaction* melalui *experiential value* menunjukkan hasil yang positif dan signifikan. Nilai tersebut menunjukkan bahwa Hasil ini berarti bahwa *Experiential Value* memiliki pengaruh yang signifikan dalam menjembatani *Experiential Marketing* terhadap *Customer Satisfaction*.

Kata Kunci: *Experiential Marketing, Experiential Value, Customer Satisfaction, Vosco Coffee Malang*

**The Effect of Experiential Marketing on Customer Satisfaction
Through Experiential Value
(Study on Vosco Coffee Malang)**

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ABSTRACT

his study aims to determine the influence of Experiential Marketing through the existing indicators of Sense, Feel, Think, Act, and Relate to Customer Satisfaction through Experiential Value as a mediation variable at Vosco Coffee Malang City, either directly or indirectly influence. The type of research is explanatory research with survey method. This study uses a sample of 110 respondents who have made transactions more than twice and aged over 18 years. Analysis method using PLS SEM with SmartPLS software 3.2.6. The research instrument test included outer model test, inner model test, and hypothesis test. Test the direct hypothesis using t-test while the hypothesis does not directly use the test sobel.

The result of this research is experiential marketing have positive and significant effect on experiential value, experiential marketing also have positive and significant influence on costumer satisfaction, and experiential value have positive and significant effect on costumer satisfaction. While for indirect influence of experiential marketing to costumer satisfaction through experiential value showed positive and significant result. This value indicates that this result means that Experiential Value has a significant influence in bridging Experiential Marketing to Customer Satisfaction.

Keywords: Experiential Marketing, Experiential Value, Customer Satisfaction, Vosco Coffee Malang