

**ANALISIS PENERAPAN EXPERIENTIAL MARKETING TERHADAP  
TINGKAT LOYALITAS KONSUMEN ( STUDI KASUS PADA COFFEE  
SHOP D'COOFFE SEMARANG )**

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**ABSTRAK**

Kedai kopi atau yang lebih dikenal dengan sebutan coffe shop biasa dimanfaatkan sebagai sarana bersantai bersama teman serta keluarga, bahkan banyak juga yang memanfaatkan coffee shop sebagai sarana bersosialisasi antar relasi bisnis. Berdasarkan hal tersebut maka citra coffee shop ditentukan oleh kualitas atribut coffee shop dimata pelanggannya. Eperiential marketing berasal dari dua kata yaitu Experience dan Marketing. Definisi experience menurut Schmitt (1999): Experience are private events that occur in response to some stimulation (e.g. as provided by marketing efforts before and after purchase) yang berarti pengalaman merupakan peristiwa-peristiwa pribadi yang terjadi dikarenakan adanya stimulus tertentu. Hasil penelitian mendapatkan bukti bahwa terdapat pengaruh yang signifikan dari sense terhadap loyalitas konsumen. dari pembahasan yang telah diuraikan di muka serta berdasarkan data yang penulis peroleh dari penelitian sebagaimana yang telah dibahas dalam skripsi ini.

Kata Kunci : Coffee Shop, Experiential marketing, Sense, Pelanggan

**ANALYSIS OF THE EXPERIENTIAL MARKETING APPLICATION ON  
CONSUMER LOYALTY ( A CASE STUDY IN COFFEE SHOP  
D'COOFFE SEMARANG )**

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**ABSTRACT**

Coffe shop used as a means to relax with friends and family, and even many who utilize the coffee shop as a means of socializing between business partners. Under these conditions, the image of coffee shop is determined by the quality of the coffee shop in the eyes of its customers. Experiential marketing is derived from two words namely Experience and Marketing. Definition experience according to Schmitt (1999): Experiences are private events that occur in response to some stimulation (e.g. as provided by marketing Efforts before and after purchase) which means the experience is personal events that occur due to certain stimuli. The result of this research finds evidence that there is significant influence of sense on consumer loyalty. From the discussions that have been outlined in advance and based on data obtained from the study by author and has been discussed in this research

Keyword : Coffee Shop, Experiential marketing, Sense, Consumer