SUMMARY

T MAUREZA ARISMUNANDAR. The influence of Experiential marketing on customer satisfaction and loyalty of Corner Coffee shop in Langsa by HARTOYO and DIAH KRISNATUTI.

Coffee is one of the drinks that are in great demand by various groups of people, therefore the level of coffee consumption in Indonesia continues to increase from year to year. The increase in the level of coffee consumption has also made coffee shop business opportunities more and more, both local coffee shops and foreign coffee outlets. Langsa City is one of the areas in Aceh where there are many coffee shops. Coffee Corner is the first coffee shop in Langsa City that combines traditional and modern aspects in its presentation. The many variations of similar coffee shops that have sprung up, become competitors for the Corner Coffee shop so that Corner Coffee's income has decreased, this will certainly threaten the sustainability of Corner Coffee's business. Therefore Corner Coffee needs to create a strategy that can make satisfaction and be able to shape customer loyalty.

Experiential marketing is a marketing strategy that can shape customer satisfaction and loyalty through five dimensions, namely sense, feel, think, act, and relate. The purpose of this study is to see the influence of Experiential marketing on customer satisfaction and loyalty in Corner Coffee shop. This research was conducted at Corner Coffee store located at Jalan Ahmad Yani, Langsa City, Aceh. Data collection was conducted in September 2016 for three weeks. Determination of respondents was conducted using accidental sampling technique with a total of 180 respondents. There is a criterion that can be a respondent is at least 17 years old and is willing to be a respondent by filling in a statement in the questionnaire. Data obtained, then processed using Structural Equation Modeling (SEM).

Based on the results of the descriptive analysis, the results show that consumers who are often in Corner Coffee shop are predominantly men with the age range of 18-30 years, which are 159 (88%) with the education level of the majority of respondents are 120 respondents (67%). Various jobs owned by respondents. A total of 54 respondents (30%) had a profession as entrepreneurs and as many as 43 respondents (24%) were still students. Monthly income which is mostly owned by some respondents is ≤ Rp 2,500,000, which is 85 respondents (47%). A total of 69 respondents (38%) visited the Corner Coffee shop with a frequency of 2-3x a week both working days and holidays. The majority of respondents as many as 164 people (91%) enjoyed coffee at the Corner Coffee shop along with their friends while chatting casually. The menu that is often ordered is black coffee and milk coffee. The expenditure of respondents to enjoy coffee once ranged from Rp. 10,000 - Rp. 15,000.

The coffee shop business is one of the businesses with intense competition because there are many coffee shops of various kinds, so coffee enthusiasts have many choices. In Langsa, there are currently 17 names of coffee shops visited by respondents. Coffee posts are the most visited coffee shop (42%) and Ibam's coffee (22%). Respondents who have never tried another coffee shop, have the desire to try ibam's coffee (64%) and coffee post (29%). The factor that made the
respondent try another coffee shop was because he was invited by his friend and there were also many respondents who did want to try a new atmosphere at another coffee shop.

Experiential marketing is reflected by two dimensions which have the greatest contribution, namely sense and relate. The sense dimension shows that the quality and aroma of coffee that is owned by Corner Coffee is better and more fragrant than other coffee shops. The relate dimension says that enjoying coffee at Corner Coffee shows that consumers have good coffee tastes and the waiter at Corner Coffee shop always interacts with consumers. Satisfaction variable is reflected by the Perceived Price Fairness indicator which contributes the most and has the greatest SLF value (0.88) with the statement that overall consumers are satisfied with Corner Coffee shop. Satisfaction referred to in this case is not only a matter of price, but as a whole is sacrificed by consumers to get products and services that are in line with consumer expectations.

Loyalty is reflected by a repeat purchase indicator with the largest SLF value (0.94) with a statement that consumers always take the time to enjoy coffee at the Corner Coffee shop. There are also brand switching indicators which say that the majority of consumers will move to other coffee shops when the Corner Coffee is full so that it can be a solution for Corner Coffee to increase store capacity. In addition, respondents also wished to try other coffee shops because it caused many coffee shops to emerge, causing consumers to have a variety of coffee shops.

The results show that Experiential marketing has a significant effect on customer satisfaction and loyalty both directly and indirectly, which means that if Experiential marketing is improved properly it will increase satisfaction and loyalty to consumers. Satisfaction directly affects consumer loyalty.

Keywords: Experimental marketing, Satisfaction, Consumer loyalty, Brand switching