Experiential marketing, a marketer in ways to differentiate their products or services that can touch the feelings of consumers, entertain, make consumers think, influencing consumer behavior, and build relationships between consumers and brands. Research on the effects of experiential marketing to the word of mouth is done to determine whether the experiential marketing is done can directly drive the word of mouth without having first established customer loyalty.

This study uses a quantitative approach, the case studies in this research is the cafe Kopinion Pizza & Coffee Malang. In addition, data collection is done on consumer Kopinion Pizza & Coffee Malang.

The study concluded that the variable Act (X4) significantly and is a variable that has the most dominant influence with the t count equal to 4.557 with significance of 0.000 t. Meanwhile, Relate (X5) with t count equal to 2.312 with significance of 0.022 t have significant influence. While Think (X3) has no effect and no significant with t value of 1.049 with a significance of 0.295 t. Feel (X2) with t count equal to 0.560 with significance of 0.576 t have significant influence. Sense (X1) with t count equal to 0.858 with significance of 0.392 t has influence but not significant.