

ABSTRACT

Jannah, Siti Nur Thesis 2014. Title: "Implementation Strategy Experiential Marketing in Creating Customer Loyalty in Koberbar Mie Satan Malang "

Supervisor: Dr. H. Nur Asnawi, M.Ag

Keywords: Experiential Marketing, Customer Loyalty

In today's business world is getting tougher, with new companies emerging and increasingly innovative. Business person will be required to have a high sensitivity to any changes that occur in the market as an effort to retain customers. Finding strategies to retain customers who provide a unique penglaman to customers is known as experiential marketing.'s Strategy refers consumers to the brand real customers, products and services. Experiential marketing has five aspects: sense (senses), feel (feeling), think (thought pattern), act (kebiasaan) and relate (relationship). This study aims to determine how the implementation of experiential marketing strategy in creating customer loyalty in Koberbar Mie Satan Malang and to know the implications of experiential marketing strategy on Koberbar Satan Mie Malang.

This research was conducted in Koberbar Mie Setan Malang Devils on Jl. No. Bromo. 1 Malang, using qualitative research methods. The data associated with this research obtained through direct observation and indirect, associated informant interviews and documentation.

The results showed Mie Satan brought Koberbar implement experiential marketing strategies through five aspects: sense, feel, think act and relate in creating customer loyalty, sense applied through an attractive interior design, cleanliness of the room and the taste of food and beverages are unique. Feel applied through service (hospitality) which created the employee and the quality of food. Think applied through the process of purchasing a unique and strategic location. jenis0jenis Act applied through the menu offered and employee interaction with customers. relate diterabkan through direct contact with the customer and employee relationships are created . Perceived benefits Koberbar Satan Mie Malang on the application of experiential marketing strategy that is the impact positif any customer loyalty. The existence of the end of the growing number and increasing branches inside and outside the city.