

ABSTRACT

Consumer behavior changes, especially in the food and beverage sector, are remarkably swift. This phenomenon can be attributed to a multitude of factors, including trends, cultural influences, and the experiences consumers encounter when consuming a product. This dynamic environment continues to evolve annually, driving the development of consumer preferences and behaviors in the market.

The main objective of this research is to analyze the influence of halal product quality, customer satisfaction, and experiential marketing on customer retention levels at Emados Shawarma Restaurant in Semarang. The population in this study consists of customers who have visited the restaurant more than twice and had their most recent visit within 60 days. The sample size for this research is 100 individuals, selected using accidental sampling directly at the restaurant. Data collection is carried out using a questionnaire. The analysis tool employed is multiple linear regression analysis using SPSS version 23, along with the Likert scale measurement technique.

The results of this study reveal that customer satisfaction has a significant positive effect on customer retention levels in the restaurant, and similarly, experiential marketing also exerts a significant positive influence on customer retention levels. However, concerning the variable of halal product quality, it does not demonstrate a significant impact on customer retention levels at Emados Shawarma Restaurant in Semarang. Simultaneously, all independent variables have a positive influence on customer retention levels, as indicated by the coefficient of determination (R^2) of 0.688.

Keywords : *Halal Quality, Experiential Marketing, Consumer Satisfaction, Consumer Retention, Restaurant.*