

## **ABSTRACT**

*Hotel is a service company that helps people with high mobility. Rise of hotel development has caused intense competition in the hospitality industry. The purpose of this study is to find out the marketing experience and service quality to customer satisfaction and the impact on customer loyalty in the Dirgantara Hotel.*

*This research uses non probability sampling technique with purposive sampling method. The samples in this study were 120 respondents. The population of the study was all consumers who had ever done stayed at Dirgantara Hotel. The method of collecting data through questionnaires. This study uses multiple regression analysis methods and processed with SPSS software (Statistical Package for Social Science).*

*The results of this study indicate that experiential marketing and service quality has a positive and significant impact on customer satisfaction, customer satisfaction also have a positive and significant effect on the customer loyalty.*

*Keywords: Experiential Marketing, Service Quality, Customer Satisfaction, Customer Loyalty*