

ABSTRACT

Culinary field in Semarang has experienced a fairly high increase in recent years. Thus the company inevitably has to make strategies that can attract consumers to consume these products. The purpose of this study was to determine the effect of Experiential Marketing on Consumer Repurchase of Kim's K-Food, Semarang.

The population in this study are consumers of Kim's K-Food in Semarang and the number of samples used is as many as 100 people who have made transactions at Kim's K-Food. Data obtained from questionnaires which are then processed and analyzed using the SPSS 24 program.

The results of this study indicate that the variables in Experiential Marketing, such as Sense, Feel, Think, Act, Relate do not all show results that affect Consumer Repurchase. Just as the Sense variable shows the effect on Consumer Repurchases, the Feel variable shows the effect on Consumer Repurchases and the Think, Act, Relate variables do not have a significant effect on Consumer Repurchases. F test results obtained a significance value of 0,000, then it can be concluded that the regression model is significant and feasible to use.

Keywords : *Experiential Marketing, Sense, Feel, Think, Act, Relate, Consumer Repurchase*