

## **ABSTRACT**

*This research aims to analyze the influence of experiential marketing to customers satisfaction of Sop Buah “X” in Semarang on Tembalang nearby Universitas Diponegoro. This research consists of dependent variable which is customer satisfaction (Y) and five independent variables which are experiential marketing consists of sense (X1), feel (X2), think (X3 ), act (X4) and relate (X5). The population of the research is the customer of Sop Buah “X” who have purchased more than two times with a sample of 100 respondents. The sampling technique that is used in this research is purposive sampling (judgement sampling), then the data was processed by multiple regression analysis*

*There were five hypotheses being tested in this study, all of them are acceptable. This condition indicates that all of five variables have positive influence on the application of experiential marketing on customers satisfaction of Sop Buah “X” in Semarang, namely: sense, feel, think, act and relate. The result shows that the research model can be accepted. Adjusted R square showed at moderate level 52,4 %. It mean 47,6 % was explained by other factor which were not examined in this search.*

*Keywords: Experiential Marketing, Customers Satisfaction*