

## ABSTRACT

This research take object at Bank BNI Karangayu Semarang residing in General Sudirman Semarang Street. Reason selecting of research object caused by the existence of some phenomenon selecting of research object at BNI Karangayu for example : BNI Karangayu in Semarang's City during three the last year pursuant to Marketing Research Indonesia (MRI) exist in natural Infobank magazine of degradation of ranking from 4<sup>th</sup> in the year 2008, then become rank 6<sup>th</sup> in the year 2009 and in year 2010 rank 7<sup>th</sup> and existence of degradation phenomenon of is amount of client that happened in the year 2006 - 2009.

Sample is some of population. According to Hair (Ferdinand, 2002) expressing that appropriate sample size measure between 100-200 sample. By relate at the Hair opinion hence amount of sample weared in this research counted (20 x = 60 respondent. Technique Intake of sample which is used in this research is by using sampling purposive that is intake of sample as according to specified by criteria that is PT. Bank BNI (Persero), Tbk Karangayu Semarang which still active conduct transaction in minimum BNI Karangayu Semarang 1 times in a month, and client which have transacted active in Bank BNI branch minimum Karangayu Semarang 5 year.

Result of research indicate that marketing experiential have an effect on positive to transaction enthusiasm repeat, and also the quality of service have an effect on positive to enthusiasm transact again by client. Matter this means excelsior experience of consumer and progressively goodness of quality of given by service is BNI Karangayu Semarang, hence enthusiasm excelsior will transact to repeat client to BNI Karangayu Semarang.

*Keywords : Experiential marketing, service quality and enthusiasm transact to repeat.*