

ABSTRACT

This study aims to determine and analyze the effect of service quality on customer satisfaction, the effect of customer value on customer satisfaction, and the effect of experiential marketing on customer satisfaction.

This research is a quantitative descriptive study which serves to explain the description of the research object through primary data obtained from the distribution of questionnaires. Then the data from the questionnaires are analyzed using multiple linear regression analysis with the help of SPSS software.

The results of this study indicate that the value of the T test in this study shows that the service quality variable has a value of $0.009 < 0.05$, the customer value variable has a value of $0.025 < 0.05$, and the Experiential marketing variable has a value of $0.000 < 0.05$, then these results can be concluded that the variable service quality (X1), customer value (X2), and experiential marketing (X3) have a significant effect on customer satisfaction, while the results of the F test in this study have a value of $0.000 < 0.05$, which means that the variables of service quality, customer value, and experiential marketing are analyzed jointly. significant to customer satisfaction.

Keywords: Service Quality, Customer Value, Experiential Marketing, and Customer Satisfaction.