Abstract

This researche do to analyse the relation of Expereintial Marketing, Customer Satisfaction & Customer Loyalty The House of Raminten. One of marketing approach to createz support customer loyalty is do marketer product using experiential marketing with integrated of emotion elements, logic & thought general process to build relation to customer that reach satisfaction & customer loyalty. This researche to do know what the responses of the house of raminten. Customer about Experiential marketing & the relationwith customer satisfaction &customer loyalty.

The Analysis teqnique used is the SEM (Strukture Analysis Modeling) Amos with 150 respondents customer of the house of raminten with non probability sampling. Experiential Marketing significantly influence Customer Satisfaction fo estimate values, the influence of customer satisfaction to customer loyalty showed significantly & positive between Customer Satisfaction to Customer Loyalty. Experiential marketing does not significantly influence Customer Satisfaction.

Keywords: Experiential Marketing, Customer Satisfaction, Customer Loyalty & The House of Raminten