

## **ABSTRACT**

This research aims to analyze the influence of experiential marketing and customer satisfaction toward the customer loyalty on Honda Jazz car in Yogyakarta. The object of the research was Honda jazz car in Yogyakarta. The subject was the customers of Honda Jazz car in Yogyakarta. The data of the research were gotten by distributing the questionnaires to 100 customer of Honda Jazz car in Yogyakarta. The data analysis done by using the multiple linear regression after the validity test and reability questionnaire.

The result of research showed that the experiential marketing had positive and significant influence toward the customer satisfactory. The experiential markeing had positive and significant influence toward customer loyalty. The experiential marketing influenced the customer loyalty though the customer satisfaction.

**Key Words: experiential marketing, customer satisfaction, customer loyalty.**