

## ABSTRAK

Tujuan dari penelitian ini untuk menjelaskan pengaruh *Brand Image*, Kualitas Pelayanan dan *Experiential Marketing* terhadap Kepuasan Pelanggan. Dalam penelitian ini objek yang diteliti adalah Pengunjung *Coffee Shop* CLBK Semarang, serta variabel independen dalam penelitian yaitu *Brand Image*, Kualitas Pelayanan dan *Experiential Marketing* variabel dependen yaitu kepuasan pelanggan.

Sampel dalam penelitian ini memiliki responden yang berjumlah 96, dengan menggunakan alat pengumpulan data berupa kuesioner. Semua pertanyaan diukur dengan skala likert dengan 5 peringkat jawaban sangat setuju sampai sangat tidak setuju. Data yang diolah menggunakan program SPSS 20.

Hasil analisis dapat disimpulkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. *Experiential Marketing* berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

**Kata Kunci : *Brand Image*, Kualitas Pelayanan, *Experiential Marketing*, Kepuasan Pelanggan**

## **ABSTRACT**

*The purpose of this study is to explain the effect of Brand Image, Service Quality, Experiential Marketing on Customer Satisfaction. In this study the object studied was the Customer CLBK Coffee Shop Semarang, and the independent variables in the study were Brand Image, Service Quality and Experiential Marketing, the dependent variable, namely customer satisfaction.*

*The sample in this study had 96 respondents, using a data collection tool in the form of a questionnaire. All questions are measured on a Likert scale with 5 ratings, the answers are strongly agree to strongly disagree. The data were processed using the SPSS 20 program.*

*The results of the analysis can be concluded that the brand image has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer satisfaction. Experiential Marketing has a positive and significant effect on customer satisfaction.*

***Keywords: Brand Image, Service Quality, Experiential Marketing, Customer Satisfaction***