

## ABSTRAK

Penelitian ini memiliki tujuan untuk menguji serta menganalisis pengaruh *marketing communication*, *experiential marketing* terhadap *environmental sustainability* melalui *managerial knowledge* konsumen klumprik coffe di Surabaya. Penelitian ini menggunakan metode penelitian kuantitatif dengan populasi yang digunakan dalam penelitian ini yakni konsumen klumprik coffe di Surabaya dengan sampel yang digunakan yaitu sebanyak 130 responden menggunakan teknik *accidental sampling*, yang di mana teknik penentuan sampel berdasarkan kebetulan yaitu konsumen yang secara kebetulan melakukan pembelian dan dapat digunakan sebagai sampel. Sedangkan teknik pengumpulan data menggunakan kuesioner. Selain itu, analisis data yang digunakan yaitu menggunakan software SmartPLS. Hasil dari penelitian menunjukkan bahwa : 1) *Marketing communication* (X1) berpengaruh signifikan dan positif terhadap *Managerial knowledge* (Y1) konsumen Klumprik coffe di Surabaya. 2) *Marketing communication* (X1) berpengaruh signifikan dan positif terhadap *Evironmental sustainability* (Y2) konsumen Klumprik coffe di Surabaya. 3) *Experiential marketing* (X2) berpengaruh signifikan dan positif terhadap *Managerial knowledge* (Y1) konsumen Klumprik coffe di Surabaya. 4) *Experiential marketing* (X2) tidak berpengaruh signifikan dan negatif terhadap *Evironmental sustainability* (Y2) konsumen Klumprik coffe di Surabaya. 5) *Managerial knowledge* (Y1) ) tidak berpengaruh signifikan dan negatif terhadap *Evironmental sustainability* (Y2) konsumen Klumprik coffe di Surabaya.

**Kata kunci :** *Marketing communication*, *Experiential marketing*, *Managerial knowledge*, *Evironmental sustainability*

## ABSTRACT

*This study aims to examine and analyze the effect of marketing communication, experiential marketing on environmental sustainability through managerial knowledge of Klumprik coffee consumers in Surabaya. This study uses quantitative research methods with the population used in this study, namely Klumprik coffee consumers in Surabaya. The sample used is 130 respondents using an accidental sampling technique, in which the sampling technique is based on coincidence, namely consumers who by chance make purchases and can be used. as sample. While the technique of data collection using a questionnaire. In addition, the data analysis used is SmartPLS software. The results of the study show that: 1) Marketing communication (X1) has a significant and positive effect on managerial knowledge (Y1) of Klumprik coffee consumers in Surabaya. 2) Marketing communication (X1) has a significant and positive effect on the environmental sustainability (Y2) of Klumprik coffee consumers in Surabaya. 3) Experiential marketing (X2) has a significant and positive effect on managerial knowledge (Y1) of Klumprik coffee consumers in Surabaya. 4) Experiential marketing (X2) has no significant and negative effect on the environmental sustainability (Y2) of Klumprik coffee consumers in Surabaya. 5) Managerial knowledge (Y1) has no significant and negative effect on environmental sustainability (Y2) of Klumprik coffee consumers in Surabaya.*

***Keyword : Marketing communication, Experiential marketing, Managerial knowledge, Environmental sustainability***