

ABSTRAK

Perkembangan coffee shop sendiri yang terjadi di kota Surabaya juga mengalami perubahan yang signifikan. Dimana hal ini sangat menarik perhatian karena konsep yang semakin berkembang dengan cepat juga harus menghadapi berbagai macam tantangan. Namun ngopi di pusat-pusat perbelanjaan dan perkantoran juga kini sudah menjadi tren dan gaya hidup metropolitan. Lihat saja, misalnya, gerai-gerai minum kopi seperti Janji Jiwa, Kopi Kenangan, Cincau Station dan Starbuckss Coffee yang kerap dibanjiri pengunjung. Orang rela antri untuk mendapatkan secangkir kopi dengan harga yang murah hingga mahal. Karena hal ini konsumen memiliki sudut pandang dalam memperhatikan experiential marketing dan loyalitas sehingga dapat memberikan keberhasilan penjualan. Dalam penelitian ini menggunakan pendekatan non-probability sampling sampling untuk mengambil sampel menggunakan kuesioner yang diberi skor pada skala Likert. Penelitian ini melibatkan 114 partisipan yang semuanya konsumen dari Janji Jiwa. Dengan hasil dari penelitian yang telah dikaji kali ini menunjukkan jika experiential marketing dan loyalitas pelanggan berpengaruh secara signifikan terhadap keberhasilan penjualan dan berpengaruh secara simultan.

Kata kunci: Experiential Marketing, Loyalitas Pelanggan, Keberhasilan Penjualan

ABSTRACT

The development of the coffee shop itself that occurred in the city of Surabaya also experienced significant changes. Where this is very interesting because the concept that is growing rapidly also has to face various kinds of challenges. However, coffee in shopping centers and offices has also now become a trend and metropolitan lifestyle. Just look at, for example, coffee drinking outlets such as Promise Jiwa, Kopi Kenangan, Cincau Station and Starbucks Coffee which are often flooded with visitors. People are willing to queue to get a cup of coffee at a cheap to expensive price. Because of this, consumers have a point of view in paying attention to experiential marketing and loyalty so that they can provide sales success. In this study, a non-probability sampling approach was used to take samples using a questionnaire that was scored on a Likert scale. This study involved 114 participants, all of whom were consumers of Promise Jiwa. With the results of the research that has been reviewed this time, it shows that experiential marketing and customer loyalty have a significant effect on sales success and have a simultaneous effect.

Keywords : *Experiential Marketing, Customer Loyalty, Sales Success*