ABSTRACT

The purpose of this study is describing and analyzing the effect of eksperiental marketing, service quality of customer satisfaction, and the effect of customer satisfaction of re-buy interest. The population of this study is the visitors of Apung Kampoeng Rawa Ambarawa restaurant. The method of taking sampling is used purposive sampling method, and got 100 respondent sampling. The Analysis method is used doubled linier regression. Based on the analysis can be concluded that there is no significant effect of eksperiental marketing variable to customer satisfaction, and significant effect of eksperiental marketing variable to satisfaction of re-buy interest. There is significant effect of service quality variable of customer satisfaction and re-buy interest. There is significant effect of service of customer satisfaction and re-buy interest. Mulberry’s effect of eksperiental marketing variable and service quality to customer satisfaction amount of 36,5%, and the effect of eksperiental marketing, service quality, and customer satisfaction of re-buy interest is amount of 21%.

Key word: Eksperieantal marketing, service quality, customer satisfaction, and re-buy interest.