

## ABSTRAK

### PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER COMMITMENT DENGAN CUSTOMER SATISFACTION SEBAGAI VARIABEL MEDIASI PADA NUJU COFFEE BANDAR LAMPUNG

Oleh:

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*Pesatnya pertumbuhan industri kedai kopi di Bandar Lampung telah meningkatkan persaingan antar pelaku usaha, sehingga mendorong perusahaan untuk tidak hanya berfokus pada kualitas produk tetapi juga pada penciptaan pengalaman pelanggan yang bermakna. Penelitian ini bertujuan untuk menganalisis pengaruh experiential marketing terhadap customer commitment dengan customer satisfaction sebagai variabel mediasi pada Nuju Coffee Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non probability purposive sampling. Data dikumpulkan melalui kuesioner yang disebarikan kepada 180 responden yang pernah berkunjung dan dine in di Nuju Coffee Bandar Lampung dalam tiga bulan terakhir. Variabel independen dalam penelitian ini adalah experiential marketing, variabel mediasi adalah customer satisfaction, dan variabel dependen adalah customer commitment. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa experiential marketing berpengaruh positif dan signifikan terhadap customer satisfaction, customer satisfaction berpengaruh positif dan signifikan terhadap customer commitment, serta customer satisfaction secara signifikan memediasi pengaruh experiential marketing terhadap customer commitment. Temuan ini menunjukkan bahwa experiential marketing berperan penting dalam meningkatkan customer satisfaction dan memperkuat customer commitment jangka panjang pada industri kedai kopi.*

**Kata kunci:** *experiential marketing, customer satisfaction, customer commitment, Nuju Coffee..*

## ABSTRACT

### THE IMPACT OF EXPERIENTIAL MARKETING ON CUSTOMER COMMITMENT WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE AT NUJU COFFEE BANDAR LAMPUNG

By:  
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*The rapid growth of the coffee shop industry in Bandar Lampung has increased competition among businesses, encouraging companies to focus not only on product quality but also on creating meaningful customer experiences. This study aims to analyze the effect of experiential marketing on customer commitment with customer satisfaction as a mediating variable at Nuju Coffee Bandar Lampung. This research uses a quantitative approach with a non probability purposive sampling technique. Data were collected through questionnaires distributed to 180 respondents who had visited and dined in at Nuju Coffee Bandar Lampung within the last three months. The independent variable in this study is experiential marketing, the mediating variable is customer satisfaction, and the dependent variable is customer commitment. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software. The results show that experiential marketing has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer commitment, and customer satisfaction significantly mediates the effect of experiential marketing on customer commitment. These findings indicate that experiential marketing plays an important role in increasing customer satisfaction and strengthening long term customer commitment in the coffee shop industry.*

**Keywords:** experiential marketing, customer satisfaction, customer commitment, Nuju Coffee.