

**PENGARUH *EXPERIENTAL MARKETING* DAN *ATMOSPHERIC EXPERIENCE*
TERHADAP *CUSTOMER SATISFACTION* PADA RESTORAN BERGAYA
HERITAGE JAWA DI DAERAH ISTIMEWA YOGYAKARTA**

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Abstrak

Penelitian ini dilakukan untuk menganalisis sejauh mana pengaruh *experiential marketing* dan *atmospheric experience* terhadap tingkat kepuasan pelanggan pada restoran dengan konsep *heritage* Jawa di wilayah Daerah Istimewa Yogyakarta. Teknik sampling yang digunakan adalah *purposive* sampling dengan jumlah responden sebanyak 120 orang yang telah memiliki pengalaman berkunjung ke restoran tersebut. Data primer dikumpulkan melalui kuesioner yang telah diuji keabsahannya melalui uji validitas dan reliabilitas. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, uji multikolinearitas, dan uji heterokedastisitas, uji hipotesis yang meliputi uji t parsial, uji f, dan uji koefisien deteminasi. Teknik analisis data menggunakan uji regresi berganda dengan bantuan program IBM SPSS *Statistic* versi 26. Hasil penelitian menunjukkan bahwa *experiential marketing* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*. *Atmospheric experience* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*. *Experiential marketing* dan *atmospheric experience* secara simultan berpengaruh positif dan signifikan terhadap *customer satisfaction*.

Kata Kunci: *Experiential Marketing, Atmospheric Experience, Customer Satisfaction, Restoran Heritage, Yogyakarta*

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**THE INFLUENCE OF EXPERIENTIAL MARKETING AND
ATMOSPHERIC EXPERIENCE ON CUSTOMER SATISFACTION AT
JAVANESE HERITAGE STYLE RESTAURANTS IN THE SPECIAL
REGION OF YOGYAKARTA**

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Abstract

This study was conducted to analyze the extent to which experiential marketing and atmospheric experience influence the level of customer satisfaction at a restaurant with a Javanese heritage concept in the Special Region of Yogyakarta. The sampling technique used was purposive sampling with a total of 120 respondents who had experience visiting the restaurant. Primary data was collected through a questionnaire that had been tested for validity and reliability. Primary data collection was carried out using a questionnaire method that had been tested for validity and reliability. Data analysis in this study used descriptive analysis tests, instrument tests that included validity and reliability tests, classical assumption tests that included normality tests, multicollinearity tests, and heteroscedasticity tests, hypothesis tests that included partial t-tests, f-tests, and coefficient of determination tests. Data analysis techniques used multiple regression tests with the help of the IBM SPSS Statistics program version 26. The results showed that experiential marketing had a positive and significant effect on Customer Satisfaction. Atmospheric experience had a positive and significant effect on Customer Satisfaction. Experiential marketing and atmospheric experience simultaneously had a positive and significant effect on customer satisfaction.

Keywords: *Experiential Marketing, Atmospheric Experience, Customer Satisfaction, Heritage Restaurant, Yogyakarta*