

ABSTRACT

Intense competition in smartphone industry is forcing companies to innovate and devise strategies. Smartphone producers have started to embed the concepts of experiential marketing and experiential value in positioning and promoting their products. Purpose of this research was to determine the effect of experiential marketing and experiential value on customer satisfaction and also customer loyalty.

The population of this research was citizen of Jakarta as smartphone users. 255 people in Jakarta were taken as the samples of this study. Samples were selected using purposive judgement sampling method. This study uses PLS-SEM analysis with SmartPLS 3.0 software. The result of this research indicated that experiential marketing had a positive and significant impact on experiential value of smartphone users. Based on the results, experiential value able to create customer satisfaction and customer loyalty. While customer satisfaction had a positive and significant impact on customer loyalty.

Keywords: *experience, experiential marketing, experiential value, customer satisfaction, customer loyalty.*