

Pengaruh *Experiential Marketing*, *Service quality* Dan *Product Quality* Terhadap *Customer Satisfaction* Janji Jiwa

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Abstract

This study examines the influence of experiential marketing, service quality, and product quality on customer satisfaction among Gen Z customers at Janji Jiwa Nusantara. Using quantitative methods, data were collected through a Likert-scale questionnaire and analyzed using PLS-SEM. The results showed that all indicators met the validity and reliability criteria, with an R^2 value of 0.602 and a Q^2 of 0.364. The study findings revealed that experiential marketing had a positive but insignificant influence, so the experience provided was not able to significantly increase customer satisfaction. In contrast, service quality and product quality were proven to have a positive and significant influence, thus becoming the main determinants in shaping customer satisfaction. Thus, consistent service quality and good product quality play a more dominant role than the experience offered. This study confirms that improving service and product quality needs to be the focus of strategies to increase customer satisfaction in the coffee shop industry.

Keywords: Customer Satisfaction, Experiential Marketing, Gen – Z, Product quality, Service quality

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Abstrak

Penelitian ini mengkaji pengaruh *experiential marketing*, *service quality*, dan *product quality* terhadap customer satisfaction pada pelanggan Gen Z di Janji Jiwa Nusantara. Menggunakan metode kuantitatif, data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan PLS-SEM. Hasil menunjukkan bahwa seluruh indikator memenuhi kriteria validitas dan reliabilitas, dengan nilai R^2 sebesar 0,602 dan Q^2 sebesar 0,364. Temuan penelitian mengungkap bahwa *experiential marketing* memiliki pengaruh positif, namun tidak signifikan, sehingga pengalaman yang diberikan belum mampu meningkatkan kepuasan pelanggan secara nyata. Sebaliknya, *service quality* dan *product quality* terbukti berpengaruh positif dan signifikan, sehingga menjadi determinan utama dalam membentuk *customer satisfaction*. Dengan demikian, kualitas layanan yang konsisten dan mutu produk yang baik berperan lebih dominan dibandingkan pengalaman yang ditawarkan. Penelitian ini menegaskan bahwa peningkatan pelayanan dan kualitas produk perlu menjadi fokus strategi penguatan kepuasan pelanggan dalam industri coffee shop.

Kata Kunci : *Customer Satisfaction*, *Experiential Marketing*, Gen – Z, *Product quality*, *Service quality*