

ABSTRACT

The tight business competition in Semarang City in the culinary field is experiencing intense competition related to the type of business. The type of culinary business that also competes in the city of Semarang is burjo. Based on the results of pre-research, it is important for Burjoni to maintain customer satisfaction in the midst of intense competition for similar businesses. Increased customer satisfaction will also have an impact on customer loyalty to Burjoni. In pre-research, there is also a problem phenomenon related to the number of regular customers in the period January to August 2023 which is known to have decreased. This study aims to analyze the effect of experiential marketing, service quality, and price fairness on customer loyalty from Burjoni with customer satisfaction as an intervening variable.

The population used in this study were regular consumers of Burjoni Semarang. The number of samples used in this study were 200 respondents. The data collection method used in this research is a questionnaire. The data obtained is then processed and analyzed using Structural Equation Modeling (SEM) analysis techniques with an analytical tool in the form of AMOS.

Based on the results of this study, it is found that Experiential Marketing has a significant positive effect on Customer Satisfaction, Service Quality has a positive effect on Customer Satisfaction, Price Fairness has a positive effect on Customer Satisfaction, and Customer Satisfaction has a positive effect on Customer Loyalty.

Keyword: *Experiential Marketing, Service Quality, Price Fairness, Customer Loyalty, Customer Satisfaction, Burjoni*

