


**THE IMPACT OF EXPERIENTIAL MARKETING, SERVICE QUALITY,  
AND SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION  
OF COFFEE SHOP IN PADANG  
THESIS**

Submitted as Partial Requirements for a Bachelor Degree in Undergraduate Study  
Program Department of Management in Faculty of Economics of Andalas  
University



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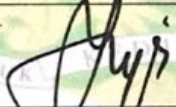
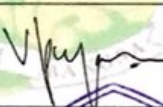
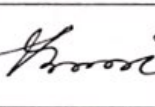
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**ABSTRACT**

Drinking coffee and going to coffee shops have become a part of daily life, which attracts many entrepreneurs to open their own coffee shop businesses. To keep customers satisfied with a particular brand, a coffee shop should have used a variety of marketing techniques. Due to this phenomenon, this study aims to explore the impact of experiential marketing, service quality, and social media marketing on customer satisfaction of coffee shops. This study applied quantitative exploratory with online survey technique. In this study, the questionnaire was administered to 215 college students who have visited a coffee shop in Padang City and have their own social media Instagram account. This study found that experiential marketing and service quality have a positive and significant impact on customer satisfaction. However, the result also showed that social media marketing has no significant impact toward customer satisfaction. This research is expected to contribute to the coffee shop to become a consideration to find out the customer interest, especially in the field of quality of product, service, and customer engagement to a coffee shop.

**Keywords:** *Experiential Marketing, Service Quality, Social Media Marketing, Customer Satisfaction, Coffee Shop*

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