

ABSTRAK

Penelitian ini bertujuan untuk: 1. mengetahui pengaruh kepuasan pelanggan terhadap loyalitas pelanggan di UMKM Kopi Ngrancah Grabag, Kabupaten Magelang. 2. Untuk mengetahui pengaruh promosi harga terhadap loyalitas pelanggan di UMKM Kopi Ngrancah Grabag, Kabupaten Magelang. 3. Untuk mengetahui pengaruh *experiential marketing* terhadap loyalitas pelanggan di UMKM Kopi Ngrancah Grabag, Kabupaten Magelang. 4. Untuk mengetahui pengaruh kepuasan pelanggan, promosi harga, dan *experiential marketing* terhadap loyalitas pelanggan di UMKM Kopi Ngrancah Grabag, Kabupaten Magelang. Populasi dalam penelitian ini adalah seluruh konsumen UMKM Kopi Ngrancah Kabupaten Magelang sejumlah 110 responden. Sampel dalam penelitian ini seluruh konsumen UMKM Kopi Ngrancah Kabupaten Magelang. Penelitian ini termasuk jenis penelitian sensus. Hasil penelitian menunjukkan bahwa kepuasan pelanggan, promosi harga, dan *Experiential marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan di UMKM Kopi Ngrancah, Grabag, Kab. Magelang. Untuk menjaga loyalitas pelanggan UMKM Kopi Ngrancah perlu menjaga konsistensi kualitas produk, khususnya cita rasa kopi khas Magelang. Promosi harga perlu dirancang secara selektif, misalnya melalui program paket hemat, diskon musiman, atau program membership, sehingga mampu menarik pelanggan tanpa menurunkan citra kualitas produk. UMKM Kopi Ngrancah disarankan untuk lebih mengoptimalkan pengalaman pelanggan melalui atmosfer kedai yang unik, interaksi personal antara barista dan konsumen, serta penyelenggaraan kegiatan berbasis komunitas seperti *workshop* kopi atau *event* tematik.

Kata Kunci: *Kepuasan Pelanggan, Promosi Harga, Experiential Marketing, dan Loyalitas Pelanggan*

ABSTRACT

This study aims to: 1. determine the effect of customer satisfaction on customer loyalty in UMKM Kopi Ngrancah Grabag, Magelang Regency. 2. To determine the effect of price promotion on customer loyalty in UMKM Kopi Ngrancah Grabag, Magelang Regency. 3. To determine the effect of experiential marketing on customer loyalty in UMKM Kopi Ngrancah Grabag, Magelang Regency. 4. To determine the effect of customer satisfaction, price promotion, and experiential marketing on customer loyalty in UMKM Kopi Ngrancah Grabag, Magelang Regency. The population in this study were all consumers of UMKM Kopi Ngrancah Magelang Regency, amounting to 110 respondents. The sample in this study were all consumers of UMKM Kopi Ngrancah Magelang Regency. This study is a census research type. The results showed that customer satisfaction, price promotion, and Experiential marketing had a positive and significant effect on customer loyalty in UMKM Kopi Ngrancah, Grabag, Magelang Regency. To maintain customer loyalty, Kopi Ngrancah MSMEs need to maintain consistent product quality, particularly the distinctive flavor of Magelang coffee. Price promotions need to be designed selectively, for example through savings packages, seasonal discounts, or membership programs, to attract customers without compromising the product's image. Kopi Ngrancah MSMEs are advised to further optimize the customer experience through a unique shop atmosphere, personal interactions between baristas and customers, and organizing community-based activities such as coffee workshops or themed events.

Keywords: Customer Satisfaction, Price Promotion, Experiential Marketing, and Customer Loyalty