

## **ABSTRACT**

*The purpose of this study to examine the effect of experiential marketing involve sense, feel, act, think and relate on Alfamart customer loyalty in Palembang. The data were obtained by distributing questionnaire for 100. Sampel determines by using purposive sampling. The result showed sense ( $X_1$ ), feel ( $X_2$ ), think ( $X_3$ ), act ( $X_4$ ) and relate ( $X_5$ ) significantly effect on Alfamart customer loyalty in Palembang where significant value for each variables are 0.013, 0.024, 0.041, 0.000 and 0.002,*

***Keyword: experiential marketing, sense, feel, think, act, relate and customer loyalty***