

ABSTRACT

This study aims to determine the influence of experiential marketing and customer relationship management on consumer loyalty, with customer satisfaction as a mediating variable among Generation Z at Martha Beauty Bar. A quantitative method was used with 100 respondents. Data were analyzed using path analysis and Sobel test. The results show that experiential marketing has a significant effect on customer satisfaction (coefficient 0.408; sig. 0.000), while customer relationship management does not (coefficient 0.075; sig. 0.329). Both variables significantly influence consumer loyalty (combined coefficient 0.562). Customer satisfaction also significantly affects loyalty (coefficient 0.576; sig. 0.000). The Sobel test indicates that customer satisfaction significantly mediates the effect of experiential marketing, but not the effect of customer relationship management.

Keywords: *Experiential Marketing, Customer Relationship Management, Customer Satisfaction, and Consumer Loyalty.*