

***THE INFLUENCE OF SENSORY MARKETING, STORE  
ATMOSPHERE, CUSTOMER EXPERIENCE, AND WORD OF  
MOUTH ON CUSTOMER SATISFACTION AT TOMORO  
COFFEE BAKRIE TOWER***

***ABSTRACT***

*This study aims to determine the influence of sensory marketing, store atmosphere, customer experience, and word of mouth, both partially and simultaneously, on customer satisfaction at Tomoro Coffee Bakrie Tower. This research uses primary data with a quantitative approach. The stages of testing conducted include validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, t-test (partial test), F-test (simultaneous test), and the coefficient of determination ( $R^2$ ). The data used in this research were collected through questionnaires in the form of a Google Form, with a total of 112 valid respondents. The sampling method applied was non-probability sampling using a snowball sampling technique. The analysis was carried out using SPSS version 26 for Windows. The results of the study indicate that the variables sensory marketing, store atmosphere, and customer experience have no partial influence on customer satisfaction, while the variable word of mouth has a partial significant influence on customer satisfaction. Furthermore, the variables sensory marketing, store atmosphere, customer experience, and word of mouth simultaneously have a significant influence on customer satisfaction.*

*Keywords: Customer Experience, Customer Satisfaction, Sensory Marketing, Store Atmosphere, Tomoro Coffee Bakrie Tower, Word Of Mouth*

*( xv + 84 + Appendices)*

*Reference (1973– 2025)*