

ABSTRACT

EXPERIENTIAL MARKETING IN RESTAURANTS: EFFECTS OF FOODSERVICE EXPERIENCE ON CUSTOMER SATISFACTION

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Together with economic presentation changes, experiential marketing concept has revealed the process of for the consumers from goods to services and from services to experience for consumers. Products and services for the consumer by making a unique, memorable customer experience which aims to create experiential marketing to create customer Loyalty and Satisfaction is an important tool. Customer Satisfaction, provides advantages against competitors and substitute products. Literature studies with experiential marketing is quite limited empirical studies that have been made about the subject is explored theoretically the concept of experiential marketing and the importance of the concept are stopped. Experience the benefits of size and experiential restaurant (eating) during the experience of customer satisfaction and behavior in order to examine the impact of the research that has been performed on their intentions, the survey was carried out using the method. As a result of the data analysis in general experience, size, and experiential advantages into an impact on customer satisfaction and behavior intentions.

KEYWORDS: Experience, Experiential Marketing, Satisfaction, Restaurants