

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *experiential marketing* dan kualitas pelayanan terhadap loyalitas melalui kepuasan wisatawan. Penelitian ini menggunakan metode kuantitatif dengan desain penelitian eksplanatori. Metode penelitian ini menggunakan teknik *Non-Probability Sampling* dengan menggunakan metode teknik sampling *Accidental Sampling* dengan jumlah sampel sebanyak 100 responden. Data dalam penelitian diperoleh dari data primer melalui penyebaran kuisioner dan juga data sekunder yang bersumber dari literatur yang berhubungan dengan objek penelitian. Teknik analisis data yang dipakai ialah *Parsial Last Square* (PLS) dengan menggunakan software *SmartPLS 4.0*. Hasil penelitian ini menyatakan bahwa *experiential marketing* (X1) berpengaruh signifikan terhadap kepuasan wisatawan (Z), kualitas pelayanan (X2) berpengaruh signifikan terhadap kepuasan wisatawan (Z), *experiential marketing* (X1) berpengaruh signifikan terhadap loyalitas (Y), kualitas pelayanan (X2) berpengaruh signifikan terhadap loyalitas (Y), dan kepuasan wisatawan berpengaruh signifikan terhadap loyalitas (Y), kepuasan wisatawan (Z) terbukti dapat memediasi pengaruh *experiential marketing* (X1) terhadap loyalitas (Y), dan juga dapat memediasi pengaruh kualitas pelayanan (X2) terhadap loyalitas (Y).

Kata Kunci : *Experiential Marketing*, Kualitas Pelayanan, Kepuasan, Loyalitas

ABSTRACT

This research was conducted with purpose to determine the effect of experiential marketing and service quality on loyalty through tourist satisfaction. This research uses quantitative methods with an explanatory research design. This research method using Non-Probability Sampling technique using the Accidental Sampling sampling technique method with a sample size of 100 respondents. the number of samples was 100 respondents. Data in the study obtained from primary data through distributing questionnaires and also secondary data sourced from literature related to the object of research. Data analysis technique used is Partial Least Square (PLS) by using SmartPLS 4.0 software. The results of this study state that experiential marketing (X1) has a significant effect on tourist satisfaction (Z), service quality (X2) has a significant effect on tourist satisfaction (Z), service quality (X2) has a significant effect on tourist satisfaction (Z), experiential Marketing (X1) has a significant effect on loyalty (Y), service quality (X2) has a significant effect on tourist satisfaction (Z), service quality (X2) has a significant effect on loyalty (Y), and tourist satisfaction has a significant effect on loyalty (Y), tourist satisfaction (Z) is proven to mediate the effect of experiential marketing (X1) on loyalty (Y). can mediate the effect of experiential marketing (X1) on loyalty (Y), and can also mediate the effect of service quality (X2) on loyalty (Y).

Keywords: *Experiential Marketing, Service Quality, Satisfaction, Loyalty*