

ABSTRACT

Ayu Dewi Miftahul Jannah, *Effect of Experiential Marketing Strategy on Visitor Satisfaction of Sepuluh November Surabaya museum.*
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Surabaya, as a heroic city, saves a lot of history about war in independence era. It influences the creation of tourist objects in history nuance such as museum. Phenomenon on reality shows the opposite that people prefer to visit, even spending time in malls, theaters, and cafes than visiting a museum. So, it needs an effort to shift people preference by implementing Experiential Marketing strategy.

The purpose of this study is to determine the effect of Experiential Marketing variables that consist of Sense Experience, Feel Experience, Think Experience, Act Experience, and Relate Experience on Sepuluh November Museum visitors' satisfaction and also to determine the five elements of Experiential Marketing variable that dominantly influences the visitor satisfaction of Sepuluh November Museum Surabaya.

This study applies quantitative methods with type of survey research conducted through structured interviews and questionnaires to 60 respondents, i.e visitors of Sepuluh November Museum Surabaya. The sampling technique used is purposive sampling technique, and is being analyzed through multiple regression analysis.

The results of this study are (1) variable Sense Experience, Feel Experience, Think Experience, Act Experience, and Relate Experience jointly or simultaneously influence visitor satisfaction of Sepuluh November Museum. (2) Partially, Sense Experience and the Relate Experience significantly influence visitor satisfaction of Sepuluh November Museum, while the variable of Feel Experience, Think Experience, and Act Experience does not significantly influence visitor satisfaction of Sepuluh November Museum. (3) The five elements of Experiential Marketing variable that mostly influence the visitor satisfaction of Sepuluh November Museum is Sense Experience variable.

Keywords: *Experiential Marketing and visitor satisfaction.*

ABSTRAK

Dewi Ayu Miftahul Jannah, Pengaruh Strategi *Experiential Marketing* Terhadap Kepuasan Pengunjung Museum Sepuluh Nopember Surabaya. Dibawah bimbingan Dr. Ir. Nurita Andriani., M.M dan Dr. Mohammad Arief, S.E., M.M.

Kota Surabaya sebagai Kota pahlawan, cukup menyimpan banyak sejarah tentang perang kemerdekaan, hal itu berpengaruh terhadap terciptanya objek-objek wisata yang bernuansa sejarah seperti museum. Melihat fenomena yang ada, masyarakat justru lebih memilih mengunjungi, bahkan menghabiskan waktu di mall, bioskop, dan cafe dibanding mengunjungi museum, sehingga diperlukan upaya yaitu dengan menerapkan strategi *Experiential Marketing*.

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *Experiential Marketing* yang terdiri dari *Sense Experience*, *Feel Experience*, *Think Experience*, *Act Experience*, dan *Relate Experience* terhadap kepuasan pengunjung Museum Sepuluh Nopember Surabaya, serta untuk mengetahui kelima elemen dari variabel *Experiential Marketing* yang dominan berpengaruh terhadap kepuasan pengunjung Museum Sepuluh Nopember Surabaya.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian survei melalui wawancara terstruktur dan penyebaran kuesioner kepada 60 orang responden, yaitu pengunjung Museum Sepuluh Nopember Surabaya. Teknik penarikan sampel menggunakan teknik *purposive sampling*, dan dianalisis dengan analisis regresi berganda.

Hasil penelitian ini adalah (1) variabel *Sense Experience*, *Feel Experience*, *Think Experience*, *Act Experience*, dan *Relate Experience* secara bersama-sama atau simultan berpengaruh terhadap kepuasan pengunjung Museum Sepuluh Nopember Surabaya. (2) Secara parsial *Sense Experience* dan *Relate Experience* berpengaruh secara signifikan terhadap kepuasan pengunjung Museum Sepuluh Nopember Surabaya, sedangkan variabel *Feel Experience*, *Think Experience*, dan *Act Experience* tidak berpengaruh secara signifikan terhadap kepuasan pengunjung Museum Sepuluh Nopember Surabaya. (3) Kelima elemen dari variabel *Experiential Marketing* yang dominan berpengaruh terhadap kepuasan pengunjung Museum Sepuluh Nopember Surabaya adalah variabel *Sense Experience*.

Kata Kunci: *Experiential Marketing* dan kepuasan pengunjung museum.