

ABSTRACT

Ahmad Irfan Tauhid, The Influence of Experiential Marketing on Satisfaction and the impact on Customer Loyalty (Study on Jaddih Hill to Tourist Visitors District of Bangkalan). Under the guidance of Nirma Kurriwati, S.P., M.Si.

The purpose of this research was to analyze the influence of experiential marketing on customer satisfaction, the influence of customer satisfaction on customer loyalty, and the influence of experiential marketing on customer loyalty. The kind of research used by explanatory research with quantitative approach. The object of this research is customer of Jaddih Hill. The sample technique that is used purposive sampling. The sample in this research is 97 respondents. Methods used in collecting data is to spread the poll to respondents who had visited Jaddih Hill at least two times. This research is using path analysis.

The result of path analysis that was obtained from this research is (1) experiential marketing having significant influence on customer satisfaction, (2) customer satisfaction having significant influence on customer loyalty, (3) experiential marketing having significant influence on customer loyalty.

Keywords: Experiential Marketing, Customer Satisfaction, Customer Loyalty

ABSTRAK

Ahmad Irfan Tauhid, Pengaruh *Experiential Marketing* Terhadap Kepuasan dan Dampaknya Terhadap Loyalitas Pelanggan (Studi Pada Pengunjung Wisata Bukit Jaddih Kabupaten Bangkalan). Dibawah bimbingan Ibu Nirma Kurriwati, S.P., M.Si.

Tujuan penelitian ini adalah untuk menganalisa pengaruh *experiential marketing* terhadap kepuasan pelanggan, pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, dan pengaruh *experiential marketing* terhadap loyalitas pelanggan. Jenis penelitian yang dilakukan adalah penelitian explanatori dengan pendekatan kuantitatif. Obyek dari penelitian ini adalah pengunjung wisata Bukit Jaddih. Teknik pengambilan sampel menggunakan *purposive sampling*. Sampel dalam penelitian ini adalah sebanyak 97 responden. Metode pengumpulan data dengan menyebarkan angket kepada responden yang sudah pernah mengunjungi Bukit Jaddih minimal dua kali. Teknik analisis data dalam penelitian ini menggunakan metode analisis jalur.

Hasil penelitian ini menunjukkan bahwa (1) *experiential marketing* memiliki pengaruh signifikan terhadap kepuasan pelanggan, (2) kepuasan pelanggan memiliki pengaruh signifikan terhadap loyalitas pelanggan, (3) *experiential marketing* memiliki pengaruh signifikan terhadap loyalitas pelanggan.

Kata Kunci: *Experiential Marketing*, Kepuasan Pelanggan, Loyalitas Pelanggan