

ABSTRAK

Nanang Qosim, Pengaruh *Experiential Marketing* Terhadap Kepuasan Pengunjung Museum Keraton Sumenep. Dibawah Bimbingan Dr. Drs. Ec. H. Muh. Syarif, M.Si

Penelitian ini bertujuan untuk mengetahui tentang *Experiential Marketing* yang terdiri dari *sense, feel, think, act*, dan *relate*. Terhadap kepuasan pengunjung Museum Keraton Sumenep tahun 2017 sampai 2020. Pengambilan sampel pada penelitian ini menggunakan *purposive sampling* dan dianalisis menggunakan analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan *Experiential Marketing* yang terdiri dari *sense, feel, think, act, relate* berpengaruh secara simultan terhadap kepuasan pengunjung Museum Keraton Sumenep. Dan variabel *sense, feel, think, dan relate* berpengaruh secara parsial terhadap kepuasan pengunjung Museum Keraton Sumenep.

Kata Kunci : *Experiential Marketing*, Kepuasan pengunjung.

ABSTRACT

Nanang Qosim, Effect of Experiential Marketing on Visitor Satisfaction of the Sumenep Palace Museum. Under the Guidance of Dr. Drs. Ec. H. Moh. Sharif, M. Si

This study aims to find out about Experiential Marketing which consists of sense, feel, think, act, and relate. On the satisfaction of visitors to the Sumenep Palace Museum in 2017 to 2020. Sampling in this study used purposive sampling and analyzed using multiple linear regression analysis. The results of this study indicate that Experiential Marketing which consists of sense, feel, think, act, relate has a simultaneous effect on customer satisfaction at the Sumenep Palace Museum. And the variables sense, feel, think, and relate partially affect the satisfaction of visitors to the Sumenep Palace Museum

Keywords: Experiential Marketing, Consumer Satisfaction.

