

ABSTRACT

***Experiential Marketing and Consumer Satisfaction MetaAnalysis Study. The Adviser
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This research provides a meta-analysis of the relationship between experiential marketing and consumer satisfaction. This study uses a meta-analysis technique with a sample of 36 articles published from 2010 to 2018. The artifact corrected through the meta analyst is a sample error. This research is aimed at integrating previous research. The results of the meta-analysis with 95% confidence intervals indicate that there is a significant influence between experiential marketing and consumer satisfaction ($r = 0.507$). the results of the 95% confidence interval meta-analysis also showed that there were significant influences from experiential marketing, sense, fell, think and relate to consumer satisfaction. Possible errors caused by sampling errors in the experiential marketing relationship and customer satisfaction were 14,286%.

Keywords: meta-analysis, experiential marketing, customer satisfaction

ABSTRAK

***Experiential Marketing* Dan Kepuasan Konsumen Studi Meta Analisis. Dibawah bimbingan Dr.Mohammad Arief, SE., M.M and Mochammad Isa Anshori, S.E.,M.SI**

Penelitian ini mencoba mempelajari hubungan *experiential marketing* dan kepuasan konsumen. Penelitian ini menggunakan teknik meta analisis dengan sampel 36 artikel yang diterbitkan dari tahun 2010 sampai 2018. Artifact yang dikoreksi melalui meta analisis adalah kesalahan pengampilan sampel. Tujuan penelitian ini untuk mengintegrasikan penelitian penelitian sebelumnya. Hasil meta analisis dengan interval kepercayaan 95% menunjukkan bahwa ada pengaruh signifikan antara *experiential marketing* dan kepuasan konsumen ($r=0.507$). Hasil meta analisis interval kepercayaan 95% juga menunjukkan bahwa ada pengaruh signifikan dari *sense, fell, think, act* dan *relate* terhadap kepuasan konsumen. Kemungkinan kesalahan yang disebabkan oleh kesalahan pengambilan sampel dalam hubungan *experiential marketing* dan kepuasan konsumen adalah 14.286%.

Kata kunci: Meta Analisis, *Experiential Marketing*, Kepuasan Konsumen

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