

ABSTRAK

RIRI AMELIA. “Analisa Pengaruh *Experiential Marketing* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Intervening Variabel Studi pada Lawson di Meruya Selatan Jakarta Barat” – (Dibimbing oleh Ari Anggarani).

Penelitian ini bertujuan untuk mengetahui pengaruh *experiential marketing* terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai intervening variabel (Studi pada Lawson di Meruya Selatan Jakarta Barat). Data sampel yang digunakan dalam penelitian ini berjumlah 150 responden yang diperoleh pengambilannya melalui teknik *non-probability sampling* dengan *purposive sampling* dan dianalisis menggunakan *path analysis*. Hasil dan temuan dalam penelitian ini menunjukkan bahwa *experiential marketing* berpengaruh signifikan terhadap kepuasan pelanggan dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan, sedangkan *experiential marketing* tidak berpengaruh signifikan terhadap loyalitas pelanggan. Dengan demikian *Experiential marketing* yang diterapkan oleh Lawson di Meruya Selatan Jakarta Barat berpengaruh terhadap loyalitas pelanggan dengan kepuasan sebagai variabel intervening.

Hasil penelitian menunjukkan bahwa *experiential marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, selanjutnya *experiential marketing* dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Untuk penelitian ini, variabel kepuasan pelanggan memiliki pengaruh yang lebih besar antara *experiential marketing* terhadap loyalitas pelanggan melalui kepuasan pelanggan. Berdasarkan hasil penelitian ini, perusahaan harus meningkatkan *experiential marketing* dan kepuasan pelanggan agar dapat membentuk loyalitas pelanggan.

Kata kunci: *experiential marketing*, kepuasan pelanggan, loyalitas pelanggan.

ABSTRACT

RIRI AMELIA. *"Analysis the Influence of Experiential Marketing on Customer Loyalty with Satisfaction as an Intervening Variable Study at Lawson in Meruya Selatan Jakarta Barat" – (Supervisor by Ari Anggarani).*

This study aims to determine the influence of experiential marketing to customer loyalty and satisfaction as an intervening variable (Study at Lawson in Meruya Selatan Jakarta Barat). The sample data used in this research were 150 respondents who obtained their extraction through non-probability sampling technique with purposive sampling and analyzed using path analysis. The results and findings in this research showed that experiential marketing influence significant impact on customer satisfaction and customer satisfaction significant influence on customer loyalty, while experiential marketing did not affect the significant impact on customer loyalty. Thus experiential marketing is applied by Lawson Meruya Selatan Jakarta Barat affect customer loyalty with customer satisfaction as an intervening variable.

The results of study show a positive and significant marketing experience on customer loyalty, experiential marketing and significant customer satisfaction significant and significant to customer loyalty. For this study, customer satisfaction variables have greater influence between marketing experience on customer loyalty through customer satisfaction. Based on the results of this study, the company must improve the marketing experience and customer satisfaction in order to form customer loyalty.

Keywords: *experiential marketing, customer satisfaction, customer loyalty.*