

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel *experiential marketing* terhadap loyalitas pelanggan, *experiential marketing* terhadap kepuasan pelanggan, kepuasan pelanggan terhadap loyalitas dan *experiential marketing* terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel *intervening*.

Penelitian ini dilakukan pada Waroeng Spesial Sambal Yogyakarta dengan jumlah sampel 139 responden dengan teknik *purposive sampling non random sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 23.0.

Hasil penelitian ini menunjukkan bahwa *experiential marketing* tidak berpengaruh terhadap loyalitas pelanggan, *experiential marketing* berpengaruh positif signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan dan *experiential marketing* berpengaruh terhadap loyalitas secara tidak langsung, melalui kepuasan pelanggan sebagai variabel *intervening*.

Kata Kunci: *Experiential Marketing*, Kepuasan Pelanggan, Loyalitas Pelanggan, *Structural Equation Modelling*

ABSTRACT

This study aims to analyze the influence between experiential marketing variables on customer loyalty, experiential marketing to customer satisfaction, customer satisfaction on loyalty and experiential marketing to customer loyalty through customer satisfaction as intervening variable.

This research was conducted on Special Waroeng Sambal Yogyakarta with 139 samples with purposive sampling technique of non random sampling with Structural Equation Modeling method that was processed using AMOS 23.0 program.

The results of this study indicate that experiential marketing has no effect on customer loyalty, experiential marketing has a significant positive effect on customer satisfaction, customer satisfaction has a significant positive effect on customer loyalty and experiential marketing affect indirect loyalty, through customer satisfaction as intervening variable.

Keywords: Experiential Marketing, Customer Satisfaction, Customer Loyalty, Structural Equation Modelling