

ABSTRAK

Muhammad Farma, 2023 : Pengaruh Experiential Marketing dan Brand Image terhadap Loyalitas Pelanggan Café Keboon Kota Tanjungpinang dengan Kepuasan sebagai Variabel Intervening. Dosen pembimbing Hj. Iranita, SE.,M.Si dan Ir. Firmansyah Kusasi. MBA.

Penelitian ini bertujuan untuk mengetahui pengaruh Experiential Marketing terhadap loyalitas pelanggan melalui kepuasan, pengaruh brand image terhadap loyalitas pelanggan melalui kepuasan, pengaruh Experiential Marketing dan brand image secara parsial terhadap kepuasan, pengaruh Experiential Marketing dan brand image secara parsial terhadap loyalitas pelanggan dan pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. Populasi pada penelitian ini adalah seluruh pelanggan Café Keboon Tanjungpinang. Penentuan sampel menggunakan metode insidental sampling, dengan teknik pengambilan sampel menggunakan rumus iterasi hingga didapat 100 responden. Metode pengumpulan data yang digunakan adalah angket/ kuesioner. Metode analisis yang digunakan pada penelitian ini adalah uji deskriptif, uji kualitas data, uji asumsi klasik, analisis jalur (path analysis) dan uji hipotesis. Hasil analisis pada penelitian ini menunjukkan bahwa kepuasan pelanggan mampu memediasi antara Experiential Marketing dan brand image terhadap loyalitas pelanggan. Experiential Marketing secara parsial berpengaruh signifikan terhadap kepuasan pelanggan, brand image secara parsial berpengaruh signifikan terhadap kepuasan pelanggan. Experiential Marketing secara parsial tidak berpengaruh signifikan terhadap loyalitas pelanggan, brand image secara parsial tidak berpengaruh signifikan terhadap loyalitas pelanggan dan kepuasan pelanggan secara parsial berpengaruh terhadap loyalitas pelanggan. Berdasarkan hasil penelitian, Café Keboon Tanjungpinang diharapkan tetap mempertahankan dan terus berupaya meningkatkan loyalitas pelanggan dengan memperhatikan faktor-faktor apa saja yang dapat menunjang loyalitas pelanggan selain melalui kualitas produk dan brand image.

Kata Kunci: Experiential Marketing, Brand Image, Kepuasan Pelanggan dan Loyalitas Pelanggan

ABSTRACT

Muhammad Farma, 2023: *The Influence of Experiential Marketing and Brand Image on Customer Loyalty of Keboon Café, Tanjungpinang City with Satisfaction as an Intervening Variable. Supervisor Hj. Iranita, SE., M.Si and Ir. Firmansyah Kusasi. MBA.*

This study aims to determine the effect of Experiential Marketing on customer loyalty through satisfaction, the effect of brand image on customer loyalty through satisfaction, the effect of Experiential Marketing and brand image partially on satisfaction, the effect of Experiential Marketing and brand image partially on customer loyalty and the effect of customer satisfaction on customer loyalty. The population in this study were all customers of Café Keboon Tanjungpinang. Determination of the sample using the incidental sampling method, with the sampling technique using the iteration formula to obtain 100 respondents. The data collection method used is a questionnaire / questionnaire. The analytical method used in this research is descriptive test, data quality test, classical assumption test, path analysis and hypothesis testing. The results of the analysis in this study show that customer satisfaction is able to mediate between Experiential Marketing and brand image on customer loyalty. Experiential Marketing partially has a significant effect on customer satisfaction, brand image partially has a significant effect on customer satisfaction. Experiential Marketing partially has no significant effect on customer loyalty, brand image partially has no significant effect on customer loyalty and customer satisfaction partially affects customer loyalty. Based on the research results, it is hoped that Café Keboon Tanjungpinang will continue to maintain and continue to strive to increase customer loyalty by paying attention to what factors can support customer loyalty other than through product quality and brand image.

Keywords: *Experiential Marketing, Brand Image, Customer Satisfaction and Customer Loyalty*