

ABSTRAK

Dandi, 2023: Pengaruh *Experiential Marketing* Dan Kualitas Layanan Terhadap Minat Pembelian Masyarakat Kota Tanjungpinang Pada Winaya *Flower's*

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Penelitian ini untuk menganalisis pengaruh *experiential marketing*, kualitas layanan terhadap minat Pembelian didasarkan *Theory of Planned Behavior* dengan pengujian empiris, berusaha mengatasi kesenjangan fenomena yang ada. Populasi penelitian ini ialah masyarakat Kota Tanjungpinang dengan menerapkan *accidental sampling*. Responden dalam penelitian sejumlah 100 orang dengan syarat pernah menggunakan dan membeli produk Winaya *Flower's* menjadi ketetapan pengujian. Pendekatan penelitian ini menggunakan kuantitatif. Data primer berasal dari kuesioner yang disebar langsung. Proses pengujian menggunakan SPSS. Temuan penelitian menunjukkan adanya pengaruh langsung *experiential marketing*, kualitas layanan terhadap terhadap minat pembelian. Berdasarkan uji hipotesis parsial, seluruh hipotesis diterima, ditandai dengan nilai pengaruh positif *experiential marketing* terhadap minat pembelian (β : 0,223, p : 0,037). pengaruh kualitas layanan terhadap minat pembelian (β : 0,254, p : 0,018). Uji hipotesis simultan (p : 0,018), mengindikasi *experiential marketing* dan kualitas layanan dapat berpengaruh secara bersama-sama terhadap minat pembelian. Uji R^2 minat pembelian 0,657 atau 65,7%. Model konstruk penelitian ini dikatakan kuat dan akurat.

Kata Kunci: *Experiential marketing*, kualitas layanan, minat pembelian, *theory of planned behaviour*

ABSTRACT

Dandi, 2023: *Experiential Marketing and Service Quality on Repurchase Intention of the Tanjungpinang City Community through Consumer Satisfaction as an Intervening Variable at Winaya Flower's*

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This study aims to analyze the influence of experiential marketing and service quality on repurchase intention based on the Theory of Planned Behavior with empirical testing, seeking to address the existing phenomenon gap. The population of this study consists of the residents of Tanjungpinang City, applying accidental sampling. The respondents in this study numbered 100 people who had previously used and purchased Winaya Flower's products, serving as the testing criterion. This research approach is quantitative. Primary data were obtained from questionnaires distributed directly. The testing process was conducted using SPSS. The findings of the study show a direct influence of experiential marketing and service quality on repurchase intention. Based on partial hypothesis testing, all hypotheses were accepted, marked by the positive influence of experiential marketing on repurchase intention (β : 0.223, p : 0.037) and the influence of service quality on the fifth repurchase intention (β : 0.254, p : 0.018). The simultaneous hypothesis test (p : 0.018) indicates that experiential marketing and service quality together can influence repurchase intention. The R^2 test for repurchase intention is 0.657 or 65.7%, indicating that the research model is moderate.

Keywords: *Experiential marketing, service quality, repurchase intention, theory of planned behaviour*