

ABSTRACT

The Objective of this study was to investigate the influence of Experiential Marketing on customer loyalty of Alfamart in Pontianak. This study consisted of dependent variable, namely customer loyalty (Y) and five independent variables consisting of Experiential Marketing sense (X1), feel (X2), think (X3), act (X4) and relate (X5). Population of this research was customers of Alfamart with 96 respondents as sample. Sampling technique used was purposive sampling (judgment sampling) and data was analyzed by multiple regression analysis.

Findings of test carried out partially and simultaneously indicated that only think and relate significantly influence, while the other independent variable components did not have a significant influence. But the sense, feel, think, act and relate have significant influence in simultaneous test. Based on result of Adjusted R Square, it was acquired a score of 66.4%. This value demonstrated that 33.6% was influenced by other variables outside of this study.

Keywords : Experiential Marketing, Customer Loyalty.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh experiential marketing terhadap loyalitas pelanggan dari Alfamart di Pontianak. Penelitian ini terdiri dari variabel dependen yaitu loyalitas pelanggan (Y) dan lima variabel independen experiential marketing terdiri dari sense (X1), feel (X2), think (X3), act (X4) dan relate (X5). Populasi penelitian adalah pelanggan dari Alfamart dengan sampel 96 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling (judgement sampling), kemudian, data diproses dengan analisis regresi berganda.

Hasil penelitian ini berdasarkan uji parsial dan simultan, menunjukkan bahwa hanya variabel think dan relate yang berpengaruh signifikan sedangkan variabel independen lain tidak memiliki pengaruh yang signifikan. Namun, sense, feel, think, act, dan relate berpengaruh signifikan secara simultan. Adjusted R square menunjukkan pada level moderat 66,4%. Artinya 33,6% dipengaruhi oleh variabel lain di luar penelitian ini.

Kata kunci: Pemasaran Experiential, Loyalitas Pelanggan.