

ABSTRAK

Eva Devindiani (1102026), “**Pengaruh *Experiential Marketing* terhadap *Customer Satisfaction* serta Dampak pada *Customer Loyalty* (Survei Pada Pengguna *Smartphone* Merek Apple dan Samsung di Kota Bandung)**”. Di bawah bimbingan Dr. Lili Adi Wibowo. S.Pd.,S.Sos.,MM

Dalam persaingan pasar yang hiperkompetitif, loyalitas pelanggan menjadi hal terpenting bagi perusahaan dan mereknya untuk dapat bertahan dan memenangkan persaingan tersebut. Bagi merek yang memiliki *brand-equity* kuat pun, seperti Apple dan Samsung pada kategori *smartphone* ini, loyalitas masih menjadi permasalahan karena kecenderungan konsumen untuk melakukan perpindahan merek semakin tinggi. Untuk dapat menciptakan loyalitas pelanggan yang kuat, perusahaan dituntut untuk memuaskan konsumen secara maksimal, dan untuk memberikan kepuasan, perusahaan harus menciptakan strategi yang memberikan pengalaman yang lebih dan berbeda dari pesaing. Upaya menciptakan pengalaman-pengalaman dengan menyentuh sisi emosional pelanggan adalah dengan *experiential marketing*.

Penelitian ini bertujuan untuk (1) mengetahui gambaran kinerja *experiential marketing*, (2) mengetahui gambaran tingkat *customer satisfaction*, (3) mengetahui gambaran tingkat *customer loyalty* (4) mengetahui temuan mengenai seberapa besar pengaruh kinerja *experiential marketing* terhadap kepuasan dan loyalitas pengguna *smartphone* merek Apple dan Samsung di Kota Bandung. Objek dalam penelitian ini adalah member komunitas *online* Apple dan Samsung di Bandung. Variabel eksogen (X) adalah *experiential marketing* dan variabel endogen (Z) adalah *customer loyalty*, sementara *customer satisfaction* menjadi variabel perantara (*intervening*). Jenis penelitian yang digunakan adalah deskriptif, verifikatif, dan metode yang digunakan adalah *explanatory survey* dengan teknik *purposive sampling*, dengan jumlah sampel sebanyak 328 pengguna *smartphone*. Teknik analisa data yang digunakan adalah *structural equation model* dengan alat bantu *software* komputer SPSS 21.0. Hasil yang diperoleh dalam penelitian menyatakan bahwa kinerja *experiential marketing* berpengaruh terhadap kepuasan pengguna sebesar 0,614 dan terhadap loyalitas pengguna sebesar 0,624 Selanjutnya pengaruh antara *customer satisfaction* terhadap *customer loyalty* sebesar 0,463. Dari penelitian terhadap pengujian hipotesis dapat diketahui bahwa kinerja *experiential marketing* memiliki pengaruh yang positif baik terhadap kepuasan maupun loyalitas pengguna.

Berdasarkan hasil penelitian melalui analisis *structural equation model*, terdapat pengaruh yang signifikan dari *experiential marketing* terhadap *customer loyalty* melalui *customer satisfaction* pada pengguna merek Apple dan Samsung di Kota Bandung.

Kata kunci: *experiential marketing, customer satisfaction, customer loyalty*

ABSTRACT

Eva Devindiani (1102026), "The Influence of Experiential Marketing on Customer Satisfaction and It's impact on Customer Loyalty (Survey on Apple and Samsung Smartphone User in Bandung)". Under the guidance of Dr. Lili Adi Wibowo. S.Pd., S. Sos., MM

In a hypercompetitive market competition, customer loyalty is the most important thing for the company and its brand to survive and win the competition. For a brand that has a strong brand equity was, like Apple and Samsung in the smartphone category, loyalty is still a problem because of the consumers behavioral intention is higher. To be able to create strong customer loyalty, companies are required to maximally satisfy consumers, and to give satisfaction, the company must create strategies that provide more experience for customers and different value from competitors. Marketing effort that seeks to create experiences by touching the emotional side of the customer is called by experiential marketing.

This study aims to (1) to obtain findings on the performance of experiential marketing, (2) to obtain findings on level of customer satisfaction, (3) to obtain findings on the level of customer loyalty, (4) to obtain discovery regarding its performances experiential marketing can affect both customer satisfaction and customer loyalty of Apple and Samsung smartphone user in Bandung either simultaneously or partially. The object of this study were members of Apple and Samsung's online communities in Bandung. The exogenous variables (X) is experiential marketing and endogenous variables (Z) is customer loyalty, while customer satisfaction become an intermediate variables (intervening). This type of research is descriptive, verification, and the method used is explanatory survey with purposive sampling technique, with a total sample of 328 smartphone users. Data analysis technique used is the structural equation model with SPSS computer software tools 21.0. The results obtained in this study stated that of experiential marketing affect on customer satisfaction by 0,624 and experiential marketing affect on customer loyalty by 0,614. Then, customer satisfaction affect on customer loyalty by 0,463. From this result of the study, to test the hypothesis that experiential marketing can be seen has a significantly positive effect on satisfaction and loyalty.

Based on the results of research through analysis of structural equation model, it was found that there was a significant effect of experiential marketing on customer loyalty through customer satisfaction of Apple and Samsung smartphone use.

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

