

ABSTRAK

Aruna Pharahita Sunarto, 0901314, **Pengaruh *Experiential Marketing* Terhadap Loyalitas Pelanggan Pengguna Jasa *Treatment Waxing Hair Removal Outlet Waxhaus Plaza Semanggi***. Di bawah bimbingan Drs. H. Rd. Dian H Utama, M.Si.

Persaingan yang semakin kompetitif dalam bisnis perawatan kecantikan di tambah dengan bermunculannya pelaku bisnis baru sejenis yang menawarkan pelayanan dengan keunikannya yang akan berdampak pada semakin banyaknya opsi konsumen untuk menggunakan jasa perawatan kecantikan. Hal tersebut menyebabkan adanya permasalahan terhadap loyalitas pelanggan pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi*. Selain itu juga *experiential marketing* yang kurang terasa oleh konsumen.

Penelitian ini bertujuan untuk mengetahui 1) Bagaimana gambaran *experiential marketing* pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi*, 2) Bagaimana gambaran loyalitas pelanggan pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi*, 3) Seberapa besar pengaruh *experiential marketing* terhadap loyalitas pelanggan pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi*. Objek dalam penelitian ini adalah pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi*. Variabel bebas dalam penelitian ini adalah *experiential marketing* sedangkan variabel terikat dalam penelitian ini adalah loyalitas pelanggan. Jenis penelitian yang digunakan ialah deskriptif dan verifikatif. Metode yang digunakan dalam penelitian ini adalah *explanatory survey* dengan teknik *systematic random sampling* dan jumlah responden sebanyak 93 orang. Teknik analisis data yang digunakan dalam penelitian ini adalah *path analysis*. Hasil temuan dalam penelitian ini antara lain sebagai berikut: 1) *Experiential marketing* pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi* sudah cukup tinggi, 2) Loyalitas pelanggan pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi* tinggi, 3) *Experiential Marketing* berpengaruh terhadap loyalitas pelanggan pengguna jasa *treatment waxing hair removal Outlet Waxhaus Plaza Semanggi* secara simultan dan signifikan dengan koefisien determinasi sebesar 0,678. Berdasarkan hasil penelitian ini direkomendasikan sebagai dasar untuk dilakukannya penelitian lain mengenai *experiential marketing* terhadap loyalitas pelanggan dengan indikator dan subjek yang berbeda.

Kata Kunci : *Experiential Marketing*, Loyalitas Pelanggan, *Path Analysis*

ABSTRACT

Aruna Pharahita Sunarto, 0901314, *The Effect of Experiential Marketing Toward Customer Loyalty Users Service Treatment Waxing Hair Removal Outlet Waxhaus Plaza Semanggi. Under The Guidance of Drs. H. Rd. Dian H Utama, M.Si.*

Competition is increasingly competitive in the business of beauty treatments plus the emergence of a new kind of business people that is offering similar service with its uniqueness that will impact on the many of consumers the option to use the services of beauty treatments. This causes any problems on customer loyalty service users waxing hair removal treatment Outlet Waxhaus Plaza Semanggi. In addition, experiential marketing is less felt by consumers.

The purpose of this study is to: Describing experiential marketing service users treatment waxing hair removal Outlet Waxhaus Plaza Semanggi, 2) Describing customer loyalty service users treatment waxing hair removal Outlet Waxhaus Plaza Semanggi, 3) How much influence the experiential marketing (sense experience, feel experience, think experience, act experience and relate experience) to customer loyalty service users waxing hair removal treatment Outlet Waxhaus Plaza Semanggi. The object of this research is the waxing hair removal treatment services Waxhaus Outlet Plaza Semanggi. The independent variables in this study is experiential marketing while the dependent variable in this study is customer loyalty. This type of research is descriptive and verification. The method used in this research is explanatory survey with systematic random sampling technique and the number of respondents as many as 93 people. Data analysis techniques used in this research is path analysis. The findings in this study are as follows: 1) Experiential marketing service users treatment waxing hair removal Outlet Waxhaus Plaza Semanggi is already quite high, 2) Customer loyalty service users treatment waxing hair removal Outlet Waxhaus Plaza Semanggi high, 3) Experiential Marketing affect the customer loyalty service users waxing hair removal treatment Outlet Waxhaus Plaza Semanggi simultaneous and significant with determination coefficient of 0.678. Based on these results is recommended as a basis for other studies done on experiential marketing to customer loyalty with indicators and a different subject.

Keywords: *Experiential Marketing, Customer Loyalty, Path Analysis*

