

ABSTRAK

Fitria Usman, 2024. Pengaruh *Experiential* terhadap *Loyalitas* pelanggan melalui *Kepuasan Pelanggan* sebagai Variabel Mediasi di *Royal's Resto Ternate*. Ketua Komisi: Sulfi Abdul Haji, Anggota Komisi: E.Ida Hidayanti.

Penelitian ini bertujuan : (1) Menganalisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan, (2) Menganalisis Pengaruh Experiential Marketing terhadap Kepuasan Pelanggan, (3) Menganalisis Pengaruh Kepuasan Pelanggan terhadap Loyalitas Pelanggan, (4) Menganalisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai variabel mediasi. Jumlah sampel penelitian ini adalah 110 responden yang pernah berkunjung di Royal's Resto Ternate. Alat analisis yang digunakan adalah Structural Equation Modeling (SEM) dengan menggunakan Smart Partial Least Square (SmartPLS 4) sebagai alat uji statistik.

Hasil penelitian menunjukkan bahwa : (1) Experiential Marketing memiliki pengaruh yang signifikan terhadap Loyalitas Pelanggan, (2) Experiential Marketing memiliki pengaruh yang signifikan terhadap Kepuasan Pelanggan, (3) Kepuasan Pelanggan memiliki pengaruh yang signifikan terhadap Loyalitas Pelanggan, (4) Experiential Marketing memiliki pengaruh yang signifikan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai variabel mediasi.

Keywords : Experiential Marketing, Loyalitas Pelanggan, Kepuasan Pelanggan

ABSTRACT

Fitria Usman, 2024. Experiential Influence on Customer Loyalty through Customer Satisfaction as a Mediating Variable at Royal's Resto Ternate. Chairman of the Commission: Sulfi Abdul Haji, Member of the Commission: E.Ida Hidayanti.

This study aims to: (1) Analyze the Influence of Experiential Marketing on Customer Loyalty, (2) Analyze the Influence of Experiential Marketing on Customer Satisfaction, (3) Analyze the Influence of Customer Satisfaction on Customer Loyalty, (4) Analyze the Influence of Experiential Marketing on Customer Loyalty through Customer Satisfaction as a mediating variable. The sample size for this study is 110 respondents who have visited Royal's Resto Ternate. The analytical tool used is Structural Equation Modeling (SEM) with Smart Partial Least Square (SmartPLS 4) as the statistical test tool.

The research findings indicate that: (1) Experiential Marketing has a significant influence on Customer Loyalty, (2) Experiential Marketing has a significant influence on Customer Satisfaction, (3) Customer Satisfaction has a significant influence on Customer Loyalty, (4) Experiential Marketing has a significant influence on Customer Loyalty through Customer Satisfaction as a mediating variable.

Keywords : Experiential Marketing, Customer Loyalty, Customer Satisfaction