

Pengaruh experiential marketing terhadap minat beli ulang pelanggan : studi kasus: Inul Vista KTV Pejaten Village = The effects of experiential marketing towards customers repurchase intention : case study Inul Vista KTV Pejaten Village

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Abstrak

Tesis ini membahas mengenai dampak pemasaran Experiential Marketing yang dirasakan oleh pelanggan Inul Vista KTV Pejaten Village sebagai pengalaman dari segi Sense, Feel, Think, Act dan Relate dan pengaruh nya terhadap Minat Beli Ulang Pelanggan tersebut. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif dan explorative. Hasil penelitian menyarankan bahwa Minat Beli Ulang Pelanggan dapat ditingkatkan dengan memberikan pengalaman berbentuk Feel dengan memperkuat penciptaan mood, afeksi positif dan kepuasan; menciptakan interaksi yang tinggi diantara people (staf dan manajer) dengan para pelanggan nya sekaligus membangun brand community yang kuat dan eksansif demi meningkatkan pengaruh pengalaman Act dan Relate terhadap Minat Beli Ulang Pelanggan.

.....This thesis discusses the effects of Experiential Marketing felt by Inul Vista KTV Pejaten Village's Customers as their experiences, Sense, Feel, Think, Act and Relate experiences impact toward the Customers Repurchase Intention. This research is a qualitative research which utilized descriptive and explorative research designs. The result of this research suggests that Repurchase Intention can be driven by strengthening moods, positive affection and satisfaction; also by creating high interactivity between staff, managers (people) and customers while facilitating a strong and expansive brand communities, all in order to increase the effects of Feel, Act and Relate experiences towards Customers Repurchase Intentions.