

Analisis pengaruh strategi experiential marketing terhadap customers perceived experiential value satisfaction dan loyalty studi kasus the body shop Indonesia = The impact of experiential marketing strategy on customers perceived experiential value satisfaction and loyalty case study the body shop Indonesia

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Abstrak

ABSTRAK

Skripsi ini dimaksudkan untuk melihat pengaruh dari penerapan strategi experiential marketing yang dilakukan pada salah satu perusahaan produk kecantikan terkemuka di dunia dan di Indonesia, yaitu The Body Shop Indonesia. Penelitian terdahulu telah membuktikan bahwa dimensi experiential marketing mempengaruhi perceived experiential value konsumen, tingkat kepuasan pelanggan, dan tingkat loyalitas pelanggan terhadap merek tertentu. Penelitian ini didesain untuk mengetahui hubungan dan pengaruh antara experiential marketing, perceived experiential value, customer satisfaction, dan customer loyalty. Responden dalam penelitian ini adalah 236 konsumen yang telah mengunjungi dan/atau berbelanja di counters The Body Shop Indonesia di wilayah Jabodetabek dalam kurun waktu 3 bulan terakhir. Sebuah model penelitian dengan enam hipotesis diuji menggunakan Structural Equation Modeling (SEM) untuk mengetahui hubungan antara experiential marketing, perceived experiential value, customer satisfaction, dan customer loyalty. Hasil penelitian menemukan bahwa experiential marketing memiliki pengaruh terhadap ketiga variabel, yaitu tingkat perceived experiential value konsumen, kepuasan dan loyalitas pelanggan. Namun, diketahui pula bahwa tingkat perceived experiential value justru tidak berpengaruh signifikan terhadap loyalitas pelanggan. Pembahasan serta kontribusi dan saran penelitian juga dibahas.

ABSTRACT

This research is conducted to examine the influence of experiential marketing strategy applied by one of the best beauty and cosmetics companies nationally and globally, The Body Shop Indonesia. Previous research showed that the dimensions of experiential marketing influenced consumers' perceived experiential value, customer satisfaction, dan customer loyalty. This research is designed to examine the relationship and the effect of experiential marketing on consumers' perceived experiential value, customer satisfaction, dan customer loyalty. It employed 236 sample respondents, who were included in this research if they have come to and/or shop at the counters of The Body Shop in Jabodetabek within the last 3 months. One conceptual framework and six hypotheses were tested by using Structural Equation Modeling (SEM) to analyze the relationship and effect of experiential marketing on consumers' perceived experiential value, customer satisfaction, dan customer loyalty. The result found that experiential marketing had significant influence on consumers' perceived experiential value, customer satisfaction, dan customer loyalty. On the other hands, consumers' perceived experiential value was found to be insignificantly influencing customer loyalty. Explanations, limitations and suggestions are also discussed.