

Pengaruh experiential marketing terhadap customer word of mouth: studi pada Ikea Alam Sutera = The effect of experiential marketing on customer word of mouth: case of Ikea Alam Sutera

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Abstrak

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Experiential Marketing pada umumnya digunakan untuk restoran atau tempat wisata, namun sekarang sudah berkembang pada usaha di bidang ritel home furnishing. Dengan menerapkan strategi experiential marketing yang baik dapat membentuk word of mouth konsumen sebuah ritel. Penelitian ini dilakukan dengan tujuan untuk menjelaskan pengaruh experiential marketing di ritel IKEA Alam Sutera dalam menciptakan word of mouth konsumen. Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan jenis penelitian eksplanatif metode survei, menyebarkan kuesioner ke 100 responden, berusia 17 tahun ke atas, pernah mengunjungi dan membeli produk IKEA Alam Sutera minimal satu kali, dengan teknik pengambilan sampel non-probability sampling. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara experiential marketing dengan word of mouth.

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**ABSTRACT
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Experiential Marketing is generally used for restaurants or tourist destination, but now has been applied in retail home furnishing. Applying experiential marketing strategy can create word of mouth of their retail consumers. This research was conducted with the aim to explain the influence of experiential marketing at IKEA Alam Sutera in creating word of mouth consumer, this study was conducted using quantitative research approach and the type of explanative research, the number of survey respondents were 100 respondents, people aged 17 years and above, ever visit and buy product IKEA Alam Sutera at least one time, to the technique of taking samples of non probability sampling. The results showed that experiential marketing has effect on word of mouth.