

Pengaruh experiential marketing terhadap repurchase intention melalui customer satisfaction sebagai variabel perantara: studi pada Restoran Nusa Gastronomy = The effect of experiential marketing towards repurchase intention through customer satisfaction: study on Nusa Gastronomy Restaurant

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Abstrak

Experiential marketing merupakan strategi pemasaran yang melibatkan panca indra manusia. Dampak dari strategi experiential marketing dapat berupa kepuasan pelanggan. Pelanggan yang merasa puas memiliki minat beli kembali di waktu mendatang. Penelitian ini bertujuan untuk menganalisis pengaruh experiential marketing yang diterapkan Nusa Gastronomy terhadap repurchase intention pelanggan Nusa Gastronomy melalui customer satisfaction.

Penelitian ini menggunakan pendekatan kuantitatif dan analisis multivariat dengan analisis jalur untuk menguji hubungan tidak langsung antara variabel experiential marketing terhadap repurchase intention melalui customer satisfaction sebagai mediator. Hasil penelitian ini menunjukkan implementasi experiential marketing memiliki pengaruh yang signifikan terhadap repurchase intention melalui customer satisfaction.

Experiential marketing is a marketing strategy that involves all five human senses. The impact of experiential marketing strategy can be customer satisfaction. Satisfied customers tend to plan future repurchase intention. The aim of this research was to analyze the impact of experiential marketing which has been implemented by Nusa Gastronomy towards customer's repurchase intention through customer satisfaction.

This research used quantitative research and multivariate analysis with path analysis to determine the indirect effect of experiential marketing towards repurchase intention through customer satisfaction. The results showed that experiential marketing had significant effect towards repurchase intention through customer satisfaction.