

Pengaruh Experiential Marketing terhadap Customer Loyalty: Studi pada Blitzmegaplex 4DX Mall of Indonesia = The Influence of Experiential Marketing Toward Customer Loyalty Blitzmegaplex 4DX Mall of Indonesia

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Abstrak

Experiential marketing merupakan sebuah cara yang digunakan untuk menghadapi fenomena pergeseran nilai ekonomi ke tahap *experience*. Hal ini dilakukan sebagai suatu pendekatan penekanan pada diferensiasi produk dengan memberikan *memorable experience*. Experiential marketing diterapkan melalui pendekatan *sense, feel, think, act* dan *relate*. Penelitian ini membahas pengaruh *experiential marketing* terhadap *customer loyalty* Blitzmegaplex 4DX Mall of Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 100 orang pengunjung Blitzmegaplex 4DX Mall of Indonesia. Hasil penelitian ini menunjukkan bahwa *experiential marketing* atau variasi *sense, feel, think, act* dan *relate* memiliki pengaruh terhadap pembentukan *customer loyalty*.

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Experiential marketing is implied to face the economic value-lifted phenomenon to experience stage. It is implied as the approach of product differentiation focused by providing the memorable experience. Experiential marketing is also implied by five-dimensional model approaches (*sense, feel, think, act and relate*). This research examined the influence of the five-dimensional model toward customer loyalty of Blitzmegaplex 4DX Mall of Indonesia. This research used a quantitative approach by distributing questionnaires to 100 Blitzmegaplex 4DX's customer at Mall of Indonesia. The result of this research showed that the five-dimensional models of experiential marketing has an influence on customer loyalty.