

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.