

ABSTRAK

**PERAN MEDIASI KEPUASAN PELANGGAN PADA PENGARUH
EXPERIENTIAL MARKETING DAN KUALITAS LAYANAN TERHADAP
LOYALITAS PELANGGAN**

Studi pada Pengunjung CGV di Pulau Jawa

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Penelitian ini bertujuan untuk mengetahui: 1) apakah *experiential marketing* berpengaruh terhadap kepuasan pelanggan, 2) apakah kualitas layanan berpengaruh terhadap kepuasan pelanggan, 3) apakah kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 4) apakah *experiential marketing* berpengaruh terhadap loyalitas pelanggan, 5) apakah kualitas layanan berpengaruh terhadap loyalitas pelanggan, 6) apakah *experiential marketing* berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan, 7) apakah kualitas layanan berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan, 8) apakah ada perbedaan persepsi pelanggan terhadap *experiential marketing* berdasarkan tipe auditorium pada CGV di Pulau Jawa. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* tentang *experiential marketing*, kualitas layanan, kepuasan pelanggan dan loyalitas pelanggan dengan jumlah responden sebanyak 131. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0 dan SPSS 22. Hasil penelitian ini menunjukkan: 1) *experiential marketing* berpengaruh terhadap kepuasan pelanggan, 2) kualitas layanan berpengaruh terhadap kepuasan pelanggan, 3) *experiential marketing* berpengaruh terhadap loyalitas pelanggan, 4) kualitas layanan tidak berpengaruh terhadap loyalitas pelanggan, 5) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, 6) *experiential marketing* berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan, 7) kualitas layanan tidak berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan, 8) terdapat perbedaan persepsi pelanggan terhadap *experiential marketing* berdasarkan tipe auditorium CGV.

Kata Kunci: *Experiential Marketing*, Kualitas Layanan, Kepuasan Pelanggan dan Loyalitas Pelanggan.

ABSTRACT

**THE ROLE OF CUSTOMER SATISFACTION IN THE INFLUENCE OF
EXPERIENTIAL MARKETING & SERVICE QUALITY****& CUSTOMER LOYALTY**

Study on CGV customer in Javas

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This study aims to determine: 1) whether experiential marketing has an influence on customer satisfaction, 2) whether service quality has an influence on customer satisfaction, 3) whether customer satisfaction has an influence on customer loyalty, 4) does experiential marketing influence customer loyalty, 5) whether service quality influence on customer loyalty, 6) whether experiential marketing has an influence on customer loyalty through customer satisfaction, 7) whether service quality has an influence on customer loyalty through customer satisfaction, 8) is there a difference in customer perceptions of experiential marketing based on the auditorium type? The sampling technique uses purposive sampling. Data was obtained by distributing online questionnaires about experiential marketing, service quality, customer satisfaction and customer loyalty collecting as many as 131 respondents. The data analysis technique in this study was Partial Least Square using the WarpPLS 6.0 and SPSS 22 applications. The results of this study showed: 1) experiential marketing influenced customer satisfaction, 2) service quality influenced customer satisfaction, 3) experiential marketing influenced customer loyalty, 4) service quality did not influenced customer loyalty, 5) customer satisfaction influenced customer loyalty, 6) experiential marketing influenced customer loyalty through customer satisfaction, 7) service quality did not influenced on customer loyalty through customer satisfaction, 8) there was a difference in customer perceptions of experiential marketing based on the auditorium type in CGV movie theater.

Keywords: Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty.