

ABSTRAK**PENGARUH *EXPERIENTIAL MARKETING* DAN *CUSTOMER SATISFACTION* TERHADAP KEPUTUSAN BERKUNJUNG KEMBALI**

(Studi di Kopi Joss Stasiun Tugu Yogyakarta)

Nikolaus Anggit Kurniawan
Universitas Sanata Dharma
Yogyakarta
2019

Penelitian ini bertujuan untuk mengetahui (1) pengaruh *Experiential Marketing* terhadap *Customer Satisfaction* di Kopi Joss Stasiun Tugu Yogyakarta; (2) pengaruh *Experiential Marketing* terhadap Keputusan Berkunjung Kembali di Kopi Joss Stasiun Tugu Yogyakarta; (3) pengaruh *Customer Satisfaction* terhadap Keputusan Berkunjung Kembali di Kopi Joss Stasiun Tugu Yogyakarta; (4) pengaruh *Experiential Marketing* terhadap Keputusan Berkunjung Kembali di Kopi Joss Stasiun Tugu Yogyakarta melalui *Customer Satisfaction*; (5) perbedaan persepsi *Experiential Marketing* pada konsumen Kopi Joss Stasiun Tugu Yogyakarta yang berasal dari Yogyakarta dan luar Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen yang sedang berkunjung ke Kopi Joss Stasiun Tugu Yogyakarta. Responden dalam penelitian ini sebanyak 100 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis jalur (*Path Analysis*) menggunakan Aplikasi SPSS 16. Hasil penelitian ini menunjukkan bahwa, (1) *Experiential Marketing* di Kopi Joss Stasiun Tugu Yogyakarta berpengaruh pada *Customer Satisfaction*, (2) *Experiential Marketing* di Kopi Joss Stasiun Tugu Yogyakarta berpengaruh pada Keputusan Berkunjung Kembali, (3) *Customer Satisfaction* di Kopi Joss Stasiun Tugu Yogyakarta berpengaruh pada Keputusan Berkunjung Kembali, (4) *Experiential Marketing* di Kopi Joss Stasiun Tugu Yogyakarta berpengaruh terhadap Keputusan Berkunjung Kembali melalui *Customer Satisfaction*, (5) Tidak terdapat perbedaan persepsi konsumen antara konsumen yang berasal dari Yogyakarta dan luar Yogyakarta.

Kata Kunci: *Experiential Marketing*, *Customer Satisfaction*, dan Keputusan Kembali

ABSTRACT

THE INFLUENCE OF EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION TOWARDS THE DECISION TO REVISIT

Study at Kopi Joss Yogyakarta Tugu Station

Nikolaus Anggit Kurniawan
Sanata Dharma University
Yogyakarta
2019

This research aims to know (1) the influence of experiential marketing towards customer satisfaction at Kopi Joss Yogyakarta Tugu Station; (2) the influence of experiential marketing towards the decision to revisit at Kopi Joss Yogyakarta Tugu Station; (3) the influence of customer satisfaction towards the decision to revisit at Kopi Joss Yogyakarta Tugu Station; (4) the influence of experiential marketing decision to revisit at Kopi Joss Tugu Station Yogyakarta through customer satisfaction as the mediating variable; (5) different perceptions on experiential marketing at Kopi Joss customer at Yogyakarta Tugu Station, between the customer Yogyakarta and outside Yogyakarta. The population in this research is all customer currently visiting Kopi Joss Yogyakarta Tugu Station. Respondents in this study amounted to 100 people using purposive sampling techniques. Data analysis technique in this research is path analysis using SPSS 16 application. The results of this study indicate that, (1) experiential marketing at Kopi Joss in Yogyakarta Tugu Station influence customer satisfaction; (2) experiential marketing at Kopi Joss Yogyakarta Tugu Station influence the decision to revisit; (3) customer satisfaction at Kopi Joss in Yogyakarta Tugu Station influence the decision to revisit; (4) customer satisfaction mediated the influence of experiential marketing towards customers decision to revisit; (5) There was no difference of customer perception about experiential marketing between from Yogyakarta and outside Yogyakarta.

Keywords: Experiential Marketing, Customer Satisfaction, and The Revisit Decision.