

ABSTRAK
PENGARUH EMOTIONAL MARKETING DAN EXPERIENTIAL
MARKETING TERHADAP MINAT KUNJUNG ULANG WISATAWAN
CANDI PRAMBANAN

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *emotional marketing* dan *experiential marketing* secara bersama-sama terhadap minat kunjung ulang pada wisatawan Candi Prambanan. (2) Pengaruh *emotional marketing* secara signifikan terhadap minat kunjung ulang pada wisatawan Candi Prambanan. (3) Pengaruh *experiential marketing* secara signifikan terhadap minat kunjung ulang pada wisatawan Candi Prambanan. Metode pengambilan sampel yang digunakan peneliti adalah *nonprobability sampling* dengan teknik *purposive sampling* dengan cara membagikan kuesioner kepada 396 responden yang sudah pernah mengunjungi Candi Prambanan. Teknik analisis data yang digunakan dalam penelitian ini untuk menguji hipotesis adalah uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi linier berganda yang dihitung menggunakan aplikasi SPSS 25. Setelah melakukan penelitian hasil yang diperoleh adalah: (1) Emotional marketing dan experiential marketing secara bersama-sama berpengaruh terhadap minat kunjung ulang, (2) Emotional marketing secara signifikan berpengaruh terhadap minat kunjung ulang, (3) Experiential marketing secara signifikan berpengaruh terhadap minat kunjung ulang.

Kata Kunci: *Emotional Marketing, Experiential Marketing, Minat Kunjung Ulang*

ABSTRACT
INFLUENCE OF EMOTIONAL MARKETING AND EXPERIENTIAL MARKETING ON THE INTEREST IN REVISITING OF TOURIST TO PRAMBANAN TEMPLE

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This study aims to determine: (1) The effect of emotional marketing and experiential marketing together on the intention to return to Prambanan tourists. (2) The effect of emotional marketing significantly on the intention to return to tourists at Prambanan Temple. (3) The significant effect of experiential marketing on the intention to return Prambanan Temple tourists. The sampling method used by the researchers was nonprobability sampling with a purposive sampling technique by distributing questionnaires to 396 respondents who had visited Prambanan Temple. The data analysis technique used in this study to test the hypothesis is a validity test, reliability test, classic assumption test, and multiple linear regression analysis calculated using the SPSS 25 application. After conducting the research the found that: (1) Emotional marketing and experiential marketing jointly affect intention to revisit, (2) Emotional marketing significantly influences intention to revisit, (3) Experiential marketing significantly influences intention to revisit.

Keyword: *Emotional Marketing, Experiential Marketing, and Intention To Return*