

ABSTRAK
PENGARUH EXPERIENTIAL MARKETING TERHADAP MINAT BELI
ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL
MEDIASI

Studi pada Ruang Jaka

Nathania Angela
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *sense experience* terhadap minat beli ulang, (2) pengaruh secara langsung *feel experience* terhadap minat beli ulang, (3) pengaruh secara langsung *think experience* terhadap minat beli ulang, (4) pengaruh secara langsung *act experience* terhadap minat beli ulang, (5) pengaruh secara langsung *relate experience* terhadap minat beli ulang, (6) pengaruh *sense experience* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (7) pengaruh *feel experience* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (8) pengaruh *think experience* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (9) pengaruh *act experience* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (10) pengaruh *relate experience* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. Populasi pada penelitian ini adalah seluruh konsumen Ruang Jaka. Dalam penelitian ini, teknik pengumpulan data yang digunakan berupa kuesioner dengan menggunakan bantuan *google form*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan responden sebanyak 100 orang. Analisis data menggunakan *Partial Least Square* dan menggunakan aplikasi SmartPLS3. Hasil dari penelitian ini menunjukkan bahwa: (1) *sense experience* secara langsung berpengaruh positif terhadap minat beli ulang, (2) *feel experience* secara langsung tidak berpengaruh terhadap minat beli ulang, (3) *think experience* secara langsung berpengaruh positif terhadap minat beli ulang, (4) *act experience* secara langsung tidak berpengaruh terhadap minat beli ulang, (5) *relate experience* secara langsung berpengaruh positif terhadap minat beli ulang, (6) *sense experience* berpengaruh terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (7) *feel experience* berpengaruh terhadap minat beli ulang dengan dimediasi penuh oleh kepuasan konsumen, (8) *think experience* berpengaruh terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (9) *act experience* berpengaruh terhadap minat beli ulang dengan dimediasi penuh oleh kepuasan konsumen, (10) *relate experience* berpengaruh terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen.

Kata Kunci: *Sense Experience, Feel Experience, Think Experience, Act Experience, Relate Experience*, Kepuasan Konsumen, Minat Beli Ulang.

ABSTRACT
THE INFLUENCE OF EXPERIENTIAL MARKETING ON
REPURCHASE INTENTION THROUGH CONSUMER
SATISFACTIONAS A MEDIATING VARIABLE

Study at Ruang Jaka

Nathania Angela
Universitas Sanata
Dharma
Yogyakarta
2023

This study aims to find out: (1) direct influence of sense experience on repurchase intention, (2) direct influence of feel experience on repurchase intention, (3) direct influence of think experience on repurchase intention, (4) direct influence of act experience on repurchase intention, (5) direct influence of relate experience on repurchase intention, (6) the influence of sense experience on repurchase intention mediated by customer satisfaction, (7) the influence of feel experience on repurchase intention mediated by customer satisfaction, (8) the influence of think experience on repurchase intention mediated by customer satisfaction, (9) the influence of act experience on repurchase intention mediated by customer satisfaction, (10) the influence of relate experience on repurchase intention mediated by customer satisfaction. The population in this study were all consumers of Ruang Jaka. In this study, the data collection technique used a questionnaire in google form. Sampling technique using purposive sampling of respondents as many as 100 people. Data analysis technique used in this study is Partial Least Square with the SmartPLS3 application. The results of this study are: (1) sense experience has a direct positive effect on repurchase intention, (2) feel experience has no direct positive effect on repurchase intention, (3) think experience has a direct positive effect on repurchase intention, (4) act experience has no direct positive effect on repurchase intention, (5) relate experience has a direct positive effect on repurchase intention, (6) sense experience has effect on repurchase intention with partial mediation by customer satisfaction, (7) feel experience has effect on repurchase intention fully mediated by customer satisfaction, (8) think experience has effect on repurchase intention with partial mediation by customer satisfaction, (9) act experience has effect on repurchase intention with fully mediation by customer satisfaction, (10) relate experience has effect on repurchaseintention with partial mediation by customer satisfaction.

Keywords: Sense Experience, Feel Experience, Think Experience, Act Experience, Relate Experience, Customer Satisfaction, Repurchase Intention