

ABSTRAK

PENGARUH EXPERIENTIAL MARKETING, STORE ATMOSPHERE, DAN KUALITAS PELAYANAN TERHADAP LOYALITAS KONSUMEN PADA BISNIS TAMAN KOMUNIKASI CAFÉ & RESTO

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *Experiential Marketing* terhadap loyalitas pelanggan Taman Komunikasi *Café & Resto*, (2) pengaruh *Store Atmosphere* terhadap loyalitas pelanggan Taman Komunikasi *Café & Resto*, dan (3) pengaruh kualitas pelayanan *Café* terhadap loyalitas pelanggan Taman Komunikasi *Café & Resto*. Teknik pengambilan sampel menggunakan *purposive sampling*. Populasi dari penelitian ini adalah pelanggan yang pernah datang ke Taman Komunikasi *Café & Resto* sejumlah 100 responden. Data diperoleh dengan membagikan kuesioner tentang *experiential marketing*, *store atmosphere*, kualitas pelayanan, dan loyalitas konsumen. Uji instrument penelitian ini menggunakan uji validitas dan uji reliabilitas. Penelitian ini menggunakan analisis regresi linier berganda sebagai teknik analisis data. Hasil dari penelitian ini menunjukkan bahwa: (1) *Experiential Marketing* berpengaruh terhadap Loyalitas Pelanggan, (2) *Store Atmosphere* tidak berpengaruh terhadap Loyalitas Pelanggan, dan (3) Kualitas Pelayanan berpengaruh terhadap Loyalitas Pelanggan.

Kata Kunci: *experiential marketing*, *store atmosphere*, kualitas pelayanan, loyalitas pelanggan.

ABSTRACT

THE INFLUENCE OF EXPERIENTIAL MARKETING, STORE ATMOSPHERE, AND SERVICE QUALITY ON CONSUMER LOYALTY IN TAMAN KOMUNIKASI CAFÉ & RESTO BUSINESS.

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This study aims to find out: (1) the influence of Experiential Marketing on customer loyalty of Taman Komunikasi Café & Resto, (2) the influence of Store Atmosphere on customer loyalty of Taman Komunikasi Café & Resto, and (3) the influence of Café service quality on customer loyalty of Taman Komunikasi Café & Resto. The sampling technique uses purposive sampling. The population of this research is customers who have come to Taman Komunikasi Café & Resto totaling 100 respondents. Data was obtained by distributing questionnaires about experiential marketing, store atmosphere, service quality, and consumer loyalty. Test this research instrument using validity tests and reliability tests. This study used multiple linear regression analysis as a data analysis technique. The results of this study show that: (1) Experiential Marketing influenced Customer Loyalty, (2) Store Atmosphere did not influence Customer Loyalty, and (3) Service Quality influenced Customer Loyalty.

Keywords: experiential marketing, store atmosphere, service quality, customer loyalty.