

ABSTRAK

PENGARUH *EXPERIENTIAL MARKETING* DAN *CUSTOMER ENGAGEMENT* TERHADAP *REPURCHASE INTENTION* DENGAN *CUSTOMER SATISFACTION* SEBAGAI MEDIASI

Studi konsumen Gen Z Tempo Gelato Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *experiential marketing* terhadap *repurchase intention*, (2) pengaruh *customer engagement* terhadap *repurchase intention*, (3) pengaruh *experiential marketing* terhadap *repurchase intention* melalui *customer satisfaction* sebagai variabel mediasi, (3) pengaruh *customer engagement* terhadap *repurchase intention* melalui *customer satisfaction* sebagai variabel mediasi. sampel yang digunakan dalam penelitian ini adalah 96 konsumen Gen Z yang pernah membeli minimal satu kali dalam kurun waktu enam bulan terakhir di Tempo Gelato Yogyakarta. Teknik pengambilan sampel menggunakan Teknik *non-probability sampling* dengan metode *purposive sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui *Google Form*. Teknik analisis data dilakukan menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) melalui *software* SmartPLS4. Hasil penelitian ini menunjukkan bahwa: (1) *experiential marketing* berpengaruh terhadap *repurchase intention*, (2) *Customer Engagement* tidak berpengaruh terhadap *repurchase intention*, (3) *customer satisfaction* memediasi pengaruh *experiential marketing* terhadap *repurchase intention*, (4)) *customer satisfaction* tidak memediasi pengaruh *customer engagement* terhadap *repurchase intention*

Kata kunci: *Experiential marketing, Customer Engagement, Repurchase Intention, Customer Satisfaction*

ABSTRACT

**THE INFLUENCE OF EXPERIENTIAL MARKETING AND CUSTOMER
ENGAGEMENT ON REPURCHASE INTENTION WITH CUSTOMER
SATISFACTION AS A MEDIATING VARIABLE
A STUDY ON GEN Z CONSUMERS OF TEMPO GELATO
YOGYAKARTA**

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This study aims to examine: (1) the effect of experiential marketing on repurchase intention, (2) the effect of customer engagement on repurchase intention, (3) the effect of experiential marketing on repurchase intention through customer satisfaction as a mediating variable, and (4) the effect of customer engagement on repurchase intention through customer satisfaction as a mediating variable. The sample in this study consists of 96 Gen Z consumers who have made at least one purchase within the last six months at Tempo Gelato Yogyakarta. The sampling technique used is non-probability sampling with a purposive sampling method. This research employs a quantitative approach using a survey method distributed via Google Form. Data analysis was conducted using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method with SmartPLS 4 software. The results of this study indicate that: (1) experiential marketing has a significant effect on repurchase intention, (2) customer engagement does not have a significant effect on repurchase intention, (3) Customer satisfaction mediates the effect of experiential marketing on repurchase intention., and (4) Customer satisfaction does not mediate the effect of customer engagement on repurchase intention..

Keywords: *Experiential marketing, Customer Engagement, Repurchase Intention, Customer Satisfaction*