

ABSTRAK

PENGARUH EXPERIENTIAL MARKETING TERHADAP WORD OF MOUTH WISATAWAN SURALOKA INTERACTIVE ZOO MELALUI CUSTOMER SATISFACTION SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk menganalisis peran *experiential marketing* dalam mempengaruhi *word of mouth* dengan mempertimbangkan *customer satisfaction* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *non-probability sampling* melalui metode *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner daring menggunakan *Google Forms* kepada wisatawan yang telah mengunjungi Suraloka Interactive Zoo pada periode pasca COVID-19 hingga penelitian ini dilaksanakan. Analisis data dilakukan dengan bantuan *SmartPLS 4.0* menggunakan pendekatan *partial least squares*. Hasil penelitian menunjukkan bahwa *experiential marketing* berpengaruh terhadap *word of mouth* dan *customer satisfaction*. *Customer satisfaction* juga berpengaruh terhadap *word of mouth* serta memediasi hubungan antara *experiential marketing* dan *word of mouth*. Temuan ini menegaskan pentingnya pengalaman yang diberikan kepada konsumen dalam meningkatkan kepuasan serta mendorong komunikasi positif dari mulut ke mulut.

Kata kunci: *Experiential Marketing, Word of Mouth, Customer Satisfaction*

ABSTRACT

THE EFFECT OF EXPERIENTIAL MARKETING ON TOURISTS' WORD OF MOUTH AT SURALOKA INTERACTIVE ZOO THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE

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This study aims to analyze the role of experiential marketing in influencing word of mouth by considering customer satisfaction as a mediating variable. This research employs a quantitative approach using a non-probability sampling technique with a purposive sampling method. Data were collected through an online questionnaire distributed via Google Forms to tourists who had visited Suraloka Interactive Zoo during the post-COVID-19 period until the time this study was conducted. Data analysis was carried out using SmartPLS 4.0 with the partial least squares approach. The results indicate that experiential marketing influenced word of mouth and customer satisfaction. In addition, customer satisfaction also influenced word of mouth and mediate the relationship between experiential marketing and word of mouth. These findings emphasize the importance of delivering customer experiences to enhance satisfaction and encourage positive word of mouth communication.

Keywords: Experiential Marketing, Word of Mouth, Customer Satisfaction