

ABSTRAK

“PENGARUH EXPERIENTIAL MARKETING PADA MINAT BELI ULANG KE THE HOUSE OF RAMINTEN YOGYAKARTA”

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Penelitian ini bertujuan untuk mengetahui (1)Pengaruh dimensi-dimensi *experiential marketing* pada minat beli ulang di The House of Raminten, (2)Untuk mengetahui perbedaan persepsi atas *experiential marketing* di antara pengunjung DIY dan non-DIY.

Penelitian ini dilakukan pada bulan Juli 2016. Pengumpulan data dilakukan dengan satu tahap yaitu dengan cara memberikan kuesioner kepada responden dengan mengambil sampel sejumlah 100 responden dan menggunakan metode *Purposive Sampling*. Teknik analisis data yang digunakan adalah analisis deskriptif kuantitatif, analisis linier berganda, uji asumsi klasik, uji t dan uji independent sample t-test.

Berdasarkan analisis data yang telah dilakukan diperoleh hasil bahwa diantara kelima dimensi (*sense, feel, think, act, relate*) berpengaruh positif pada minat beli ulang di The House of Raminten Yogyakarta dan tidak ada perbedaan atas *experiential marketing* antara pengunjung DIY dan non-DIY.

ABSTRACT

**THE INFLUENCE OF EXPERIENTIAL MARKETING TOWARD
REPURCHASE INTEREST IN THE HOUSE OF RAMINTEN
YOGYAKARTA**

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The research conducted to find out (1) whether the restaurant's experiential marketing influenced the consumer's interest to repurchase; and (2) the difference of perception about restaurant experiential marketing between the guests originally coming from and outside DIY.

The research was done in July 2016. The data was collected by one step. The data was collected in questionnaire technique. The research took 100 respondents as the sample. The sample was chosen using Purposive Sampling. The data analysis technique used in the research was descriptive quantitative analysis, t test, independent t test.

Based on data analysis, the research found that (1) five dimensions of the experiential marketing (sense, feel, think, act, relate) positively influenced the interest to repurchase, and (2) there was no difference of perception on the experiential in The House of Raminten restaurant between guests originally coming from and outside DIY.