

ABSTRAK

Penelitian ini dilakukan di Thai Boxing Bandung yang berlokasi di Jl. Citamiang No. 54 Bandung, penelitian ini berjudul pengaruh *experiential marketing* terhadap kepuasan pelanggan dan implikasinya pada loyalitas pelanggan. Tujuan penelitian ini adalah untuk mengetahui pengaruh *experiential marketing* terhadap kepuasan pelanggan dan implikasinya pada loyalitas pelanggan di Thai Boxing Bandung. Metode penelitian yang digunakan yaitu metode deskriptif dan verifikatif. Metode analisis yang digunakan yaitu analisis jalur, analisis koefisien determinasi, uji hipotesis parsial dan simultan.

Hasil penelitian ini mengungkapkan bahwa terdapat pengaruh positif dan signifikan pengaruh *experiential marketing* terhadap kepuasan pelanggan dan implikasinya pada loyalitas pelanggan secara simultan maupun parsial. Selain itu, pengaruh tidak langsung antara variabel *experiential marketing* terhadap loyalitas pelanggan lebih besar dibandingkan dengan pengaruh langsung, artinya bahwa kepuasan pelanggan merupakan variabel yang cukup kuat dalam mempengaruhi variabel *experiential marketing* terhadap loyalitas pelanggan.

Kata Kunci : *Experiential Marketing*, Kepuasan Pelanggan, dan Loyalitas Pelanggan.

ABSTRACT

This research was conducted at Thai Boxing Bandung, located on Jl. Citamiang No. 54 Bandung, this study entitled the effect of experiential marketing on customer satisfaction and its implications for customer loyalty. The purpose of this study was to determine the effect of experiential marketing on customer satisfaction and its implications for customer loyalty in Thai Boxing Bandung. The research method used is descriptive and verification methods. The analytical method used is path analysis, coefficient of determination analysis, partial and simultaneous hypothesis testing.

The results of this study reveal that there is a positive and significant effect on marketing experience on customer satisfaction and its implications on customer loyalty simultaneously or partially. In addition, the indirect effect between experiential marketing variables on customer loyalty is greater than the direct effect, meaning customer satisfaction is a variable that is strong enough to influence the marketing experience variable on customer loyalty.

Keywords : Experiential Marketing, Customer Satisfaction, and Customer Loyalty.