

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel *experiential marketing* terhadap loyalitas pelanggan, *experiential marketing* terhadap kepuasan pelanggan, kepuasan pelanggan terhadap loyalitas dan *experiential marketing* terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening. Penelitian ini dilakukan pada Restoran *Roaster and Bear* Yogyakarta dengan jumlah sampel 120 responden dengan teknik purposive sampling non random sampling dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 22.0.

Hasil penelitian ini menunjukkan bahwa *experiential marketing* berpengaruh positif signifikan terhadap loyalitas pelanggan, *experiential marketing* berpengaruh positif signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan dan *experiential marketing* berpengaruh terhadap loyalitas secara tidak langsung, melalui kepuasan pelanggan sebagai variabel intervening.

Kata Kunci: *Experiential Marketing*, Kepuasan Pelanggan, Loyalitas Pelanggan, *Structural Equation Modelling*

ABSTRACT

This study aimed to analyzed the effect between experiential marketing variable towards customer's loyalty, experiential marketing towards customer's satisfaction, customer's satisfaction towards loyalty and experiential marketing towards customer's loyalty through customer's satisfaction as intervening variable. This study had done in Roaster and Bear Restaurant at Yogyakarta with total samples of 120 respondents using non random sampling in purposive sampling technique with Structural Equation Modelling that processed by AMOS 22.0 programs.

The results of this study indicated that experiential marketing has a positive and significant effect towards customer's loyalty, experiential marketing has a positive and significant effect towards customer's satisfaction, customer's satisfaction has a positive and significant towards customer's loyalty and experiential marketing has indirectly effect towards loyalty through customer's satisfaction as intervening variable.

Keywords: Experiential Marketing, Customer's Satisfaction, Customer's Loyalty, Structural Equation Modelling