

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *strategi experiential marketing* terhadap *loyalitas* nasabah melalui kepuasan nasabah sebagai *variable intervening*. Penelitian ini menggunakan metode kuantitatif menggunakan analisis data *Structural Equation Modeling* (SEM) dengan program AMOS sebagai alat analisisnya. populasi penelitian ini bank BNI cabang Yogyakarta jumlah sampel dari penelitian ini 118 responden diambil beberapa varian nasabah yang dapat mewakili keseluruhan sampel Analisis. Data diperoleh secara langsung dengan menyebarkan kuesioner menggunakan pengukuran skala likert. Hasil uji hipotesis penelitian ini menunjukkan bahwa *strategi experiential marketing* yaitu *sense, feel, relate* berpengaruh signifikan terhadap kepuasan sedangkan *think* dan *act* tidak berpengaruh terhadap kepuasan. *Strategi experiential marketing* yaitu *feel* dan *think* berpengaruh signifikan terhadap *loyalitas* sedangkan *sense,act, relate* tidak berpengaruh terhadap *loyalitas*. Strategi experiential marketing *feel* dan *relate* berpengaruh signifikan terhadap *loyalitas* nasabah melalui kepuasan sebagai *variable intervening* sedangkan *sense, act, think* tidak berpengaruh.

Kata kunci : *Strategi Experiential Marketing, sense, feel, think, act, relate Loyalitas , Kepuasan.*

ABSTRACT

This research aims to find out the influence of marketing experiential strategy toward customers' loyalty through customers' satisfaction as an intervening variable. This research applied quantitative method using data analysis of Structural Equation Modeling (SEM) with the AMOS program as the analysis tool. The research population was BNI Syariah branch Yogyakarta with the number of samples of 118 respondents taken from several customer variants representing the whole analysis samples. The data collected directly by distributing questionnaire using Likert scale measurement. The research hypothesis test results show that the marketing experiential strategy covering sense, feel, and relate has a significant influence toward the customers' satisfaction while think and act do not have any influence toward satisfaction. Marketing experiential strategy covering feel and think has significant influence toward loyalty while sense, act, and relate do not have any influence toward loyalty. On the other hand, marketing experiential strategy covering feel and relate has significant influence toward customers' loyalty through customers' satisfaction as the intervening variable while sense, act, and think do not have any influence.

Keywords: Marketing experiential strategy, sense, feel, think, act, relate, loyalty, satisfaction