

INTISARI

Penelitian ini tentang analisis pengaruh *Experiential Marketing* terhadap kepuasan konsumen dan minat beli ulang di Warung Kopi Klotok, Kaliurang, Yogyakarta. Merupakan sebuah pendekatan pemasaran untuk menimbulkan minat beli ulang konsumen yang memperoleh kepuasan konsumen melalui elemen-elemen dari *experiential marketing* yaitu *sense, feel, think, act*, dan *relate*. Perolehan data secara langsung melalui pendistribusian kuesioner, dengan jumlah sampel yang memenuhi syarat *purposive sampling* sebanyak 247 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *Structural Equation Modelling* (SEM) dengan program *Analysis of Moment Structure* (AMOS) versi 22. Hasil penelitian menunjukkan empat kesimpulan yaitu *experiential marketing* berpengaruh positif dan signifikan terhadap kepuasan konsumen, *experiential marketing* berpengaruh positif dan signifikan terhadap minat beli ulang, kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang, dan kepuasan konsumen mampu memediasi *experiential marketing* terhadap minat beli ulang.

Kata Kunci: *Experiential Marketing*, kepuasan pelanggan, minat beli ulang

ABSTRACT

This research is about analyzing the influence of Experiential Marketing on consumer satisfaction and repurchase intention at Warung Kopi Klotok, Kaliurang, Yogyakarta. It is a marketing element for the repurchase intention who obtain customer satisfaction through elements of experiential marketing, namely sense, feel, think, act, and relate. Obtaining data directly through a distribution questionnaire, with the number of samples meeting the requirements of a purposive sample of 247 respondents. The data analysis technique used in this study is Structural Equation Modelling (SEM) with the Moment Structure Analysis (AMOS) program version 22. The results of the study show four conclusions namely experiential marketing has a positive and significant effect on customer satisfaction, experiential marketing has a positive and significant effect on repurchase intention, customer satisfaction has a positive and significant effect on repurchase intention, and customer satisfaction is able to mediate marketing experience to repurchase intention.

Keywords: *Experiential Marketing, customer satisfaction, repurchase intention*