

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *experiential marketing* terhadap pembelian umum melalui kepuasan pelanggan di Rumah Makan Kampoeng Mataraman Yogyakarta. Analisis ini menggunakan variabel eksogen *experiential marketing*, variabel endogen pembelian ulang, dan sebagai variabel *intervening* kepuasan pelanggan. Sampel penelitian ini adalah seluruh pelanggan RM Kampoeng Mataraman yang minimal berusia 17 tahun dan sudah melakukan pembelian minimal 2 kali dalam kurun waktu 2 bulan terakhir. Pengumpulan data dilakukan dengan kuisioner disebarakan langsung ke responden sebanyak 114 kuisioner. Metode penelitian yang digunakan dengan Analisis SEM AMOS 21. Hasil penelitian ini menunjukkan bahwa *experiential marketing* secara signifikan positif mempengaruhi kepuasan pelanggan, kepuasan pelanggan secara signifikan positif mempengaruhi pembelian ulang, *experiential marketing* secara signifikan positif mempengaruhi pembelian ulang, dan *experiential marketing* secara signifikan positif mempengaruhi pembelian ulang yang dimediasi oleh kepuasan pelanggan.

**Kata Kunci:** *experiential marketing*, kepuasan pelanggan, pembelian ulang.

## **ABSTRACT**

*This study aims to analyze the effect of experiential marketing on general purchases through customer satisfaction in Yogyakarta Kampoeng Mataraman Restaurant. This analysis uses exogenous experiential marketing variables, endogenous repurchase variables, and as an intervening variable customer satisfaction. The sample of this research is all customers of RM Kampoeng Mataraman who are at least 17 years old and have made purchases at least 2 times in the last 2 months. Data collection was carried out by questionnaire distributed directly to respondents as many as 114 questionnaires. The research method used with SEM AMOS 21 analysis. The results of this study indicate that experiential marketing significantly positively influences customer satisfaction, customer satisfaction significantly positively influences repurchase, experiential marketing significantly positively influences repurchase, and experiential marketing significantly positively influences purchase reset that is mediated by customer satisfaction.*

**Kata Kunci:** *experiential marketing, kepuasan pelanggan, pembelian ulang.*