

ANALISIS PENGARUH EXPERIENTIAL MARKETING TERHADAP LOYALITAS PELANGGAN PLAZA HOTEL SEMARANG

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ABSTRAK

Penelitian ini untuk menganalisis pengaruh experiential marketing terhadap loyalitas pelanggan dari Plaza Hotel Semarang, tepatnya di Jl. Setiabudi 101-103. Penelitian ini terdiri dari variabel dependen yaitu loyalitas pelanggan (Y) dan lima variabel independen experiential marketing terdiri dari sense (X1), feel (X2), think (X3), act (X4) dan relate (X5). Penelitian ini menggunakan sampel sebanyak 100 responden konsumen Plaza Hotel Semarang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Teknik analisis data yang digunakan adalah analisis regresi berganda.

Hasil analisis menunjukkan bahwa : 1) Sense berpengaruh positif terhadap loyalitas pelanggan. 2) Feel berpengaruh positif terhadap loyalitas pelanggan. 3) Think berpengaruh positif terhadap loyalitas pelanggan. 4) Act berpengaruh positif terhadap loyalitas pelanggan. 5) Relate berpengaruh positif terhadap loyalitas pelanggan

Kata Kunci : Experiential Marketing dan Loyalitas Pelanggan

THE INFLUENCE ANALYSIS OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY OF PLAZA HOTEL SEMARANG

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ABSTRACT

This research to analyze the influence of experiential marketing on customers loyalty of Plaza Hotel in Semarang at Jl.Setiabudi 101-103. This research consists of dependent variable which is customer loyalty (Y) and five independent variables which are experiential marketing consists of sense (X1), feel (X2), think (X3), act (X4) and relate (X5). The research uses 100 respondents of Plaza Hotel in Semarang consumers as sample. The sampling technique that is used in this research is purposive sampling. The data analysis technique used is the analysis of multiple regression.

The results of the analysis show that: 1) Sense proved positive and significant impact on customer loyalty. 2) Feel positive proved and significant impact on customer loyalty. 3) Think proved positive and significant impact on customer loyalty. 4) Act positive proved and significant impact on customer loyalty. 5) Relate positive proved and significant impact on customer loyalty

Keyword : Experiential Marketing and Customers Loyalty