

Pengaruh Experiential Marketing terhadap Repurchase Intention melalui Customer Satisfaction sebagai Intervening variabel: studi pada Nanny's Pavillon Bathroom-Pacific Place)

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisa pengaruh experiential marketing terhadap repurchase intention melalui kepuasan konsumen sebagai variabel perantara di Nanny's Pavillon Bathroom Pacific Place. Sampel penelitian ini berjumlah 150 orang yang diambil dengan menggunakan purposive sampling. Analisa data dilakukan dengan menggunakan AMOS 18.0. Hasil penelitian menunjukkan bahwa experiential marketing memiliki pengaruh terhadap repurchase intention dengan diperantarai oleh kepuasan konsumen. Selain itu dari penelitian ini dapat dilihat bahwa experiential marketing juga memiliki pengaruh terhadap repurchase intention akan tetapi tidak sebesar apabila diperantarai oleh kepuasan konsumen.

.....The objective of this research is to analyze the experiential marketing that can effect the repurchase intention with the customer satisfaction as an intervening variable. This research use 150 sample as a basic criteria sample for SEM, all the respondent collected by purposive sampling methods. This research are analyzed with Structural Equation Modelling (SEM) with AMOS 18.0 software. The result from this research is experiential marketing has influence towards repurchase intention with customer satisfaction as an intervening variable. Experiential Marketing are explained by five dimensions, which is sense, feel, think, act, relate. The result of this research also prove that experiential marketing has a direct influence to repurchase intention, even the result isn't as good as when using customer satisfaction as an intervening variable.